МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ

Кафедра германської філології

**Кваліфікаційна робота магістра з лінгвістики
на тему:**

**«ЛЕКСИКО-ГРАМАТИЧНІ ОСОБЛИВОСТІ
ІНТЕРНЕТ-КОМУНІКАЦІЇ»**

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і друга іноземна мова): лінгвістика та
перекладознавство</u>
за спеціальністю <u>035 Філологія</u>
спеціалізація <u>035.041 Германські мови та
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КИЇВ – 2024

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

Department of Germanic Philology

Master's Qualification Paper

LEXICAL AND GRAMMATICAL FEATURES
OF INTERNER COMMUNICATION

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Kyiv – 2024

CONTENTS

INTRODUCTION

The master's qualification paper is devoted to the study of lexical and grammatical features of Internet communication. Modern Internet communication is one of the key characteristics of our information society, transforming conventional forms of communication and interaction. The speed and accessibility of the Internet have become catalysts for its exponential development, making real-time communication available to billions of users around the world. The growing popularity of social networks, messengers, forums and online platforms helps people find a community, share information and express their opinions. At the same time, however, new aspects of analysis arise, as online communication is characterised by unique linguistic features, such as the use of modern Internet slang, speech traditions and non-standard forms of expression, etc.

The research of lexical and grammatical features of Internet communication is becoming an important task for understanding its specificity and impact on society. Understanding Internet communication in the context of its linguistic aspects is key to successful adaptation to changes in the modern information environment.

The theoretical basis of the paper are the works of D. Crystal (2001), who was the first to contribute to the theory of Internet communication, D. Zabiyaka (2018), S. Matveev (2006), L. Cherednyk (2017) who investigated functional and translational aspects of websites as a specific genre of Internet communication, M. Nazar (2010) and his approaches to the personal changes due to Internet communication. I. Parkhomenko (2019) inquired into structure, semantics and pragmatics of Internet blog as genre of discourse, A. Skrobot "Communicative and pragmatic aspect of Internet communication" (2013), L. Shevyakova "The main forms of communication on the Internet and their features" (2004).

The rapid development of Internet communication defines modern standards. Hence, the study of lexical and grammatical features remains **relevant**

(up to time). The Internet has become a key space for expressing individuality and forming group values. The study of linguistic features of Internet conversation is important for understanding the evolution of linguistic patterns in the online environment. The growing popularity of social networks and interactive platforms forms new linguistic norms. Uncovering these features helps to improve methods of information filtering and adaptation to changes in interpersonal and global communication.

The object of research is Internet communication.

The subject of research is lexical and grammatical features of Internet communication.

The aim of the research is to study the lexical and grammatical features of Internet communication.

The aim mentioned above provides the fulfillment of following **tasks** of the research:

- to consider the specifics of speech interaction on the Internet;

- to identify the main forms of Internet communication and its communicative and pragmatic features;

- to analyse the lexical features of Internet communication, in particular the use of neologisms, emojis, Internet memes, slang, jargon etc.;

- to study the grammatical features of the language in Internet communication, namely: abbreviations, contraction, grammatical forms and constructions;

- to determine the influence of Internet communication on language practices, in particular, to analyse lexical and grammatical changes in modern English and the reactions of the linguistic community to the evolution of Internet speech;

- to study the sociocultural aspects of Internet communication.

Accordingly, to fulfill the tasks set we used the following theoretical and practical **methods** of research:

➢ linguistic stylistic method for determining the stylistic features of texts of various directions;

➢ quantitative method is used to identify the frequency of certain aspects of information use by Internet users;

➢ content analysis to determine the linguistic and pragmatic features of Internet texts.

The novelty of the research is to investigate the specifics of speech interaction on the Internet, exploring the main forms of internet communication and analyzing communicative and pragmatic features inherent in online interactions. Additionally, the study delves into lexical features, such as the use of neologisms, emotional coloring through emojis and Internet memes, and the incorporation of professional speech elements like slang and jargon. The grammatical aspects of language in Internet communication, including contractions, abbreviations, and modifications of grammatical constructions, are examined in relation to optimizing speech expression. Furthermore, the research explores the influence of Internet communication on language practices, identifying lexical and grammatical changes in modern English and assessing the linguistic community's reaction to the evolution of speech on the Internet. Lastly, sociocultural aspects of Internet communication are considered, contributing to a comprehensive understanding of the dynamic relationship between language and online interactions.

The theoretical value of the research consists in a comprehensive study of the complex dynamics of Internet communication, covering the specifics of speech interaction, forms of communication and communicative and pragmatic features. In addition, the paper makes a significant contribution by examining lexical and grammatical nuances, providing insights into the evolution of language practices under the influence of online communication, and exploring the socio-cultural dimensions of this linguistic evolution.

The practical value of our research is that it can be used in English language classes to study the communicative culture of native speakers, update the knowledge already acquired, and improve the skills of understanding the context of communication. The results of the study can also be used as material for writing qualification papers.

The course paper consists of three chapters, conclusions to each of them, general conclusions, résumé, bibliography and the list of illustrative material.

The scientific results of the thesis were approbated on the conference "Ad Orbem per Linguas" in Kyiv on May, 16.

Introduction provides a short summary of theoretical assumption, the choice of the topic, the main aim and tasks of the research, theoretical contribution and practical value of the investigation.

Chapter I "Theoretical aspects of English Internet communication" focuses on the general characteristics of Internet communication, its main forms and communicative and pragmatic features.

Chapter II "Analysis of lexico-grammatical features of Internet communication" is concentrated on different lexical (neologisms, emojis, Internet memes, slang, jargon, etc.) and grammatical (abbreviations, contraction, grammatical forms and constructions) features.

Chapter III "Impact of Internet communication on language and society" deals with the influence of Internet communication on language practice, identifying lexical and grammatical changes in modern English, the reactions of the linguistic community to the evolution of Internet speech, and the sociocultural aspects of Internet communication.

General Conclusions summarize the accomplishments of the research and provide the most important theoretical and practical results.

CHAPTER I
THEORETICAL ASPECTS OF ENGLISH INTERNET COMMUNICATION

1.1 The specifics of speech interaction on the Internet

Since the second half of the 20th century, linguists have increasingly paid attention to the phenomenon of **communication** and **language communication** in their research. Researcher O. Boguslavska (2016), who studies the ways of effective interpersonal communication, in her paper quotes the opinion of the theorist in the field of mass communication research E. Barnov, who notes: "it is the central position of communication in the history of mankind that convincingly explains why a number of sciences such as anthropology, art, education, ethnology, history, journalism, political science, law, philosophy, psychology, sociology and, of course, linguistics tend to study communication processes" (2016: 45).

The general interest in Internet communication as a specific, obligatory and narrowly focused aspect of human culture has been growing rapidly since the beginning of the third millennium. The processes of informatisation and globalisation, in which the total amount of human knowledge is at least doubling every year, stimulate fundamental linguistic research into such a differential phenomenon as Internet communication, a process of active and rapid information exchange. It is "linguistic communication that ensures the existence of social memory, storage and transmission of information both between generations and within one of them. As a result, the communication needs of society members are growing" (Onufriienko, 2010: 154).

The concept of "**communication**" can be interpreted in several ways. In a broad sense, "communication is seen as the exchange of information between individuals using a common system of symbols" (Parkhomenko, 2019: 9). The

noun term "*communication*" by its etymological nature, according to an academic dictionary, originates from the Latin "*commūnicātio*" ("message, transmission"), which is related to the verb "*commūnico*" ("make common; communicate; connect"), derived from "commūnis" ("common"). All studies emphasise the procedural nature (transfer, exchange, notification) and informational value of this phenomenon (Parkhomenko, 2019: 10).

Researcher D.S. Zabiyaka (2018: 16) notes that there are almost as many definitions of this term as there are authors who have studied it. A prominent scientist in the field of semiotics R.O. Jacobson defined **communication** as the process of disseminating information between people using various sign systems (signals) (Parkhomenko, 2019: 10).

Researcher I.V. Parkhomenko (2019: 11) is of the opinion that in modern linguistics, there are **two scientific approaches** to the essence of the communication process: 1) mechanistic; 2) activity-based. In the case of the mechanistic approach, communication is perceived as a process of unidirectional encoding and transmission of information from addressee to addressee. As for the second approach, communication is understood as the activity of all participants together (communicants), in which a common (within certain limits) view of communication objects and actions with them is formed. Researcher D.S. Zabiyaka (2018: 16) considers **communication** as the translation of a text from the language of my "I" to the language of your "you".

Thus, the analysis of modern scientific and lexicographical sources has confirmed that the term "communication" is defined differently by researchers in various scientific and professional fields. Various definitions of the term indicate its versatility and universality, which is reflected in different contexts of study and application of this concept.

After analysing the views of linguists on the concept of "communication", we can conclude that communication is a process that consists of certain elements interconnected with each other. The communication process is the exchange of

certain information between two or more participants in the communication process, the main purpose of which is to transmit, perceive and understand a certain message. Researcher I.F. Shylinska (2014: 68) notes that this process can be implemented in various forms, depending on the number of people involved in communication, communication strategies and goals of conveying a particular message, etc.
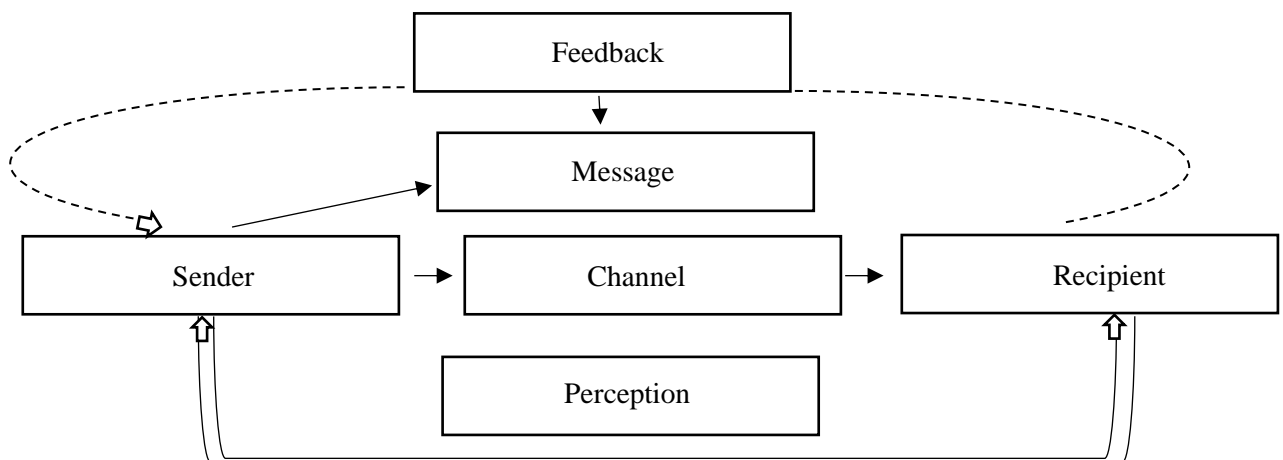
Figure. 1.1. **Stages and elements of the communication process**

Figure 1.1 shows the main elements of the communication process, namely: **sender** – a person who formulates a message or collects and transmits information; **message**; **channel** – means of information transmission; **recipient** – a person to whom information is sent; **perception**; **feedback** (Petkun, 2016: 29). It should be noted that all elements must be perfect, as each element can distort or lose its meaning.

With the development of electronic communications, there is a need to consider communication as the transmission of information through technological channels. One of the most important elements of the communication process is its perception, which is achieved by establishing two-way communication. A special role is played by feedback, which reflects the recipient's response to the message, and helps the sender to make sure that the message is received and adequately understood by the recipient. Feedback can be verbal or non-verbal; written or oral.

The scientist V.Y. Stepanov (2009: 9) writes that "with the help of feedback, we can evaluate the effectiveness of our communication". The communication process has certain stages (Figure. 1.2), which are closely interconnected.

The origin of an idea
the sender decides which concept he wants to make the subject of information exchange

Coding and channel selection
the sender encodes an idea with symbols and converts it into information, and chooses channels for transmission that are common to the type of symbolism

Transfer of information
the process of physically transmitting a message to the recipient

Decoding a message
interpretation of the sender's symbols into the recipient's thoughts

Feedback

Figure. 1.2. **Stages of the communication process**

With the advent of the Internet and its enormous popularity today, the phenomenon of the World Wide Web has become the object of many scientific studies, including linguistic ones. That is why in modern linguistics there is a new type of discourse – Internet discourse.

In modern linguistics, **Internet discourse** is interpreted in different ways. It is understood as: 1) the process of creating texts in combination with pragmalinguistic, sociocultural, and psychological factors; 2) purposeful social action, including human interaction and mechanisms of consciousness; 3) cognitive processes that affect the mechanisms of human consciousness (Parkhomenko, 2019: 13); 4) a complex textual system caused by extralinguistic

sociocultural factors and the specific situation of entering into speech contact with a computer and other electronic devices, both with users on the Internet and with discursive spaces of the Internet (Zabiiaka, 2018: 19). In our interpretation, an **Internet discourse** is a massive electronic, audio and video text combined with extra-linguistic factors that exist between those who work in hyperlinked conditions, available for use on the Internet for the use of a computer or other multimedia devices (Hudz, 2015: 63).

Today, there are local meetings on the Internet that bring together many people and ideas; in a place that has become cyberspace, a world of communication, information and entertainment, the concept of "saying" is not so much a concept as writing. It is part of the lives of millions of people. The emergence of the Internet has effectively transformed society. Computer technology has identified people who are different in their activities and has changed communication, offered new results of information activities in virtual reality.

The Internet creates a special, new infinite communication space, which is represented not only in traditional communication, but also in the form of fundamentally new forms, such as, for example, Internet communication. In linguistics, other terms are used to describe Internet communications: "electronic communication terminals", "virtual communication", "computer communication", "variable communication", "electronic discourse".

Internet communication is communication via the global computer network Internet (Lysychenko, 2019: 21). Researcher N.I. Bilan (2011: 47) gives the following definition: "Internet communication is a special communication and information environment or communication space mediated by an electronic communication channel". According to T.V. Zubenko (2012: 154), Internet communication is "a certain synthesis of the principles of information design and realisation of communicative goals of traditional forms, models and types of communication, which is a consequence of the involvement of new extralinguistic

factors and realities in the communicative space – computers and computer networks".

The Internet is a specific area of communication. On the one hand, it is virtual communication, and on the other hand, it is an extension of the real world. Virtual communication is a communicative interaction of subjects that takes place with the use of a computer, resulting in a specific model of reality, which "is characterised by the effect of human presence in it and allows interaction with imaginary and real objects" (Vorobei, 2016: 108). This unique aspect of interaction on the Internet leads to the emergence of new forms of communication and the development of digital culture, which is manifested in a wide range of interactive opportunities for users.

The coherence of the two terms – "**Internet**" and "**communication**" – is somewhat questionable. After all, the Internet is a medium, and communication is the essence of this medium. However, the legitimacy of such use is justified by the fact that until recently the main function of the Internet was related only to the search and storage of information, but today it is no longer the leading one. Increasingly, the Internet is taking on the role of a communication channel.

Communication via the Internet manifests itself in **two ways**: 1) the exchange of information between different subjects through voice, video, text messages, documents, files, etc; 2) communication between human communicators (Cherednyk, 2017: 162). These two aspects of interaction in online communication create a complex image of modern communication that not only significantly expands the possibilities of information exchange, but also reflects the diversity of forms of interaction and communication tools in the digital space.

Internet communication has finally become the subject of linguistic research, and, moreover, the nascent linguistic paradigm of Internet communication has already been fixed in its term system (Kompantseva, 2015: 1). It is an absolute fact that communication on the Internet expands the sense of personal freedom, where everyone can find the most comfortable conditions for communication. At the

same time, new opportunities of Internet communication require responsible use, as they open the way to human rights violations and create ethical problems (Pankiv, 2018: 63).

Internet communication, like any phenomenon, has a number of **features**:

–   remoteness of participants in computer communication and, as a rule, the absence of direct visual contact between them;

–   creoleism: in addition to linguistic means, web texts also use paralinguistic means, such as images, photographs, and actively use different fonts, colours, graphic symbols, etc;

–   typical heterogeneity: the main difference between the types of discourses is based on the combination of written and oral discourse;

–   voluntary contact, as communication can be interrupted at any time;

–   predominantly written communication;

–   lack of non-verbal communication;

–   lack of unity in time and space, i.e. a unique opportunity to be in different time zones and countries at the same time. Thanks to the Internet, interstate borders are no longer a barrier to contact, thereby expanding intercultural activities, promoting the rapprochement of peoples and their national and international awareness;

–   computer ethics and etiquette: participants are endowed with a certain communicative status, which is expressed and maintained in the process of communication through special techniques and skills that can be defined as network etiquette (Cherednyk, 2017: 162).

Psychologists believe that communication via the Internet is a very important factor for those who have limited opportunities for **traditional communication**, and therefore the World Wide Web becomes a means of expanding their social circle, creating the illusion of a large number of social relationships, although without the requirements of friendship. However, this type

of communication can also have a compensatory, substitute nature, when an individual does not find themselves in real life but prefers virtual reality. This is the case with the formation of Internet addiction, which is a manifestation of weak will, when individualism increases, aggression, indifference, etc. are created. A personality with a technogenic mindset is being formed, for whom communication with a computer is much more pleasant than communication with living people. There is a metaphor: comparing the Internet to the sea, where you can get a lot of new information and grow or drown, being too carried away by what the Internet offers (Cherednyk, 2017: 163).

With the advent of technology, linguists are talking about a new special functional form of language – **the language that serves technical means of communication**, which also includes the language of the Internet, i.e. the language through which Internet communication takes place. The problem of studying texts on the Internet is attracting the attention of an increasing number of philologists, namely, structural, linguistic, cognitive and other aspects of Internet communication (Sirobaba, 2015: 32).

Researcher I.V. Parkhomenko (2019: 16-17) also points out a number of reasons why the language of electronic communications can be considered a functional type of language today: 1) the scope of Internet communication is clearly **limited** in other areas of communication (it takes place only with the help of technical electronic means); 2) it **satisfies** specific communicative goals, for example, communication for the sake of communication – a phatic function; 3) the linguistic means of this functional diversity of language are characterised by a set of **unique lexical and grammatical characteristics** that form a single pragmatic complex.

Thus, Internet communication is communication via the global computer network Internet. Communication via the Internet manifests itself in two aspects: 1) exchange of information between different subjects through voice, video, text messages, documents, files, etc.; 2) communication between human

communicators. The peculiarities of Internet communication include: remoteness, creoleism, typical heterogeneity, voluntary contact, predominantly written communication, absence in time and space, and the presence of computer ethics and etiquette.

1.2 The main forms of internet communication

Internet communication has become an integral part of modern communication, changing the way people exchange information and interact. Thanks to the global network, users can send text messages, communicate via video calls and virtual conferences, allowing them to connect even from a distance. Social networks have become a platform for sharing thoughts, ideas and experiences, expanding the scope of virtual communication. Internet communication not only provides an opportunity for personal expression online, but also stimulates collective creativity and cooperation in online projects.

Researcher I V. Parkhomenko (2019: 18) identifies the following **types** of communication on the Internet: 1) communication in real time (chat); 2) communication in which messages are sent to the recipient after a certain period of time (e-mail). These types of online communication reflect the wide range of technological capabilities that are developing in the digital space and define different forms of electronic communication between users.

Researcher H.M. Petryk agrees with M. Morris's classification and identifies **forms** of Internet communication:1) asynchronous one-to-one communication (emails); 2) asynchronous communication of groups of people (mailing lists); 3) synchronous communication one-to-one or with a group of people (chats); 4) asynchronous communication when a user usually tries to find a site for certain information (websites, blogs) (Petryk, 2021: 20). This classification of Internet communications emphasises the diversity and flexibility of digital tools that allow

users to interact in different forms and modes, taking into account their needs and preferences.

Researcher L.P. Shevyakova (2004: 26) identifies the following virtual forms of Internet communication: 1) teleconference; 2) IRC (Internet Relay Chat) – Internet chat rooms; 3) MUDs (Multi-User Dimension) - online games in the form of a text-based interface where players can interact with each other and with the virtual environment; 4) e-mail correspondence. These forms of virtual communication on the Internet reflect not only the diversity of communication tools, but also the variety of activities and opportunities offered by the digital space for interaction and social exchange.

The Internet communication researcher divides online communication methods by the degree of their interactivity. In her opinion, **chat rooms** and **MUDs** are the most interactive communication media, while e-mail and teleconferences are the least interactive. In a teleconference and e-mail communication, communication takes place offline, unlike chat rooms (IRC) and MUDs, where people communicate online. In a conference, communication takes place around a specific subject, while a chat room, again, usually does not have a topic. However, chat rooms are mostly used for the sake of communication, while teleconferences are often dedicated to a specific subject. As a separate form of communication on the Internet, the scientist distinguishes communication in the so-called MUDs – a role-playing game in which many users are united in one virtual space, which is close to chatting in that it takes place on-line, but differs from it in the presence of a goal – the desire to win (Sheveliakova, 2004: 27).

Describing the process of communication in a chat system, it is necessary not only to note the characteristic features of this interaction, but also to try to give a psychological explanation of this phenomenon. It is well known that in the process of written communication, almost every participant supplements his or her statement with certain **symbols**. Most of them are stylised images of a human face,

for example: 1) *:-D – for laughter*; 2) *:-)* – *to smile*; 3) *;-)* – *to indicate a wink*; 4) *:-* – to indicate a kiss*; 5) *xD – for loud laughter*, etc.

They are intended to convey the emotional state of the participants in the communication. Sometimes users go beyond this stylisation and send drawings that resemble primitive painting (graffiti). The Italian psychiatrist C. Lombroso observed and studied similar features of written language more than a hundred years ago. He showed that this kind of writing was characteristic of most ancient cultures. There are other, equally surprising facts that bring IRC writing closer to the primitive writing of ancient civilisations. The use of **acronyms** – a kind of symbolic abbreviation of whole phrases and sentences – is quite widespread on the network. You may notice that many acronyms are written without the use of vowels: *bb – bye bye, BRB – Be right back, BTW – By the way, pls – please, L8R – Later,* etc. It also reminds us of some ancient forms of writing, in particular Hebrew writing, in which only consonant letters were written and vowels were omitted (Sheveliakova, 2004: 27).

According to M.M. Nazar (2010: 48), chat rooms are among the most popular forms of Internet communication on the Web and most often receive attention from Internet researchers. Temporal, technical and purely psychophysiological limitations force the interlocutors to turn to the so-called phatic or archetypal form of communication in order to fully reveal their thoughts and introduce themselves to each other. This encrypted language is superimposed on the very playful, carnival-like, folkloric nature of **chat room communication**. In a chat room, just like at a carnival, deviating from the norm of social behaviour, comparing oneself to the norm, is the norm of behaviour. The chat participant plays, creates himself and those around him, invents (or broadcasts) a special language of communication and situations that will never have only one author (Nazar, 2010: 48).

Researcher T.G. Veretenko (2010: 38) identifies the following **forms of Internet communication**: 1) teleconferences; 2) e-mail; 3) chats, forums; 4)

different types of "messengers" (ICQ, Gtalk, Skype, MSN, Yahoo!, etc.); 5) dating sites; 6) social networks. These forms of online communication demonstrate the dynamism and wide range of opportunities that users have in the digital environment to interact, exchange information and co-create virtual communities.

According to T.G. Veretenko (2010: 38), researchers of Internet communication divide the ways of communication on the Internet by the level of **interactivity**. The researcher believes that interactive forms of communication are chats and instant messengers that require online mode. In contrast to interactive forms of Internet communication, e-mail, forums, dating sites and social networks are non-interactive, which do not necessarily require the presence of an interlocutor on the Internet.

Thus, Internet communication has become an integral part of modern communication, changing the way people exchange information and interact. The main forms of Internet communication include: chats, e-mail, forums, blogs, teleconferences, online games, instant messengers, dating sites and social networks.

1.3 Communicative and pragmatic features of Internet communication

The researcher D.S. Zabiyaka (2018: 23) believes that **the language of electronic communication** is a functional type of language, not a functional style, because there are a number of properties that distinguish the concept of "**style**" from the concept of "**type of language**". These properties include a significant number of neutral literary languages and non-normative linguistic means, which in this aspect bring it closer to the language of the mass media. This language cannot be associated with any particular sphere of communication or type of discourse (scientific, educational, religious, etc.). This type of language with all its specific functions is also served by ordinary human speech.

Researcher D. Crystal (2001) characterised the essence of this type of communication with an original **formula**: "oral form of language + written form of language + computer-mediated signs". According to A.I. Skrobot (2013: 127), Internet discourse, being a multi-genre functional type of public monologue and dialogue speech, is characterised by a number of specific communicative means. The peculiarity of language communication of Internet communication participants lies not only in the use of professionalisms, but also in the combination of lexical items belonging to different styles and registers formed in accordance with pragmatic attitudes and goals of communication on the Web.

The **chronotope of Internet discourse** is limited by technical capabilities (the presence or absence of a computer and Internet access) and the human factor (the presence or absence of an interlocutor online). However, as an artificially created communication environment, Internet discourse is essentially conditional and has no time or space boundaries. Due to these properties, the Internet makes it possible for two or more interlocutors to communicate at the same time from any part of the world, which causes the "blurring" of state, national, economic, political and cultural borders.

The **strategiesof Internet discourse** are determined by its goals and implemented in genres. The main goals of Internet discourse are: 1) implementation of a prompt solution to topical issues; 2) search for necessary information; 3) diversity of leisure (Skrobot, 2013: 127).

Thepragmatic approach allows us to consider Internet communication as an activity. This approach focuses on the fact that the phenomenon of Internet communication is manifested in various categories and phenomena: extra-linguistic reality, various forms of communication, communication situation, communication strategies and tactics, grammatical and lexical resources of the language, language usage (Kompantseva, 2007: 2).

The pragmatic approach allows us to describe scenarios of communicative behaviour of subjects on the Internet. The following **factors** are decisive for the

successful implementation of Internet communication: 1) situational behaviour of participants in Internet communication; 2) their status characteristics; 3) peculiarities of language behaviour; 4) illocutionary guidelines (Kompantseva, 2007: 2).

The researchers focus on communication as a socio-psychological phenomenon, new conditions of rule-making, functional dynamism, communicative properties of the Internet grammar and a new paradigmatic organisation of all its language levels, which allows to refer the Internet language itself to a special type. Internet communication is seen as a special environment, a place of language realisation that has never existed before, but allows us to thoroughly study the communicative potential of the language, the trends of its functioning in a specific linguistic and cultural environment (Kompantseva, 2007: 3).

The proposed methodology for analysing the genre formats of the Network of L.F. Kompantseva (2007) is based on the study of the following cognitive and pragmatic **genre-creating parameters**:

- communicative purpose of the genre;
- concept of the author;
- concept of the addressee;
- event content;
- factor of communicative past;
- factor of communicative future and linguistic embodiment;
- communication situation;
- usus/norm in the communicative and structural organisation of speech genres;
- communicative register of discourse;
- opposition "informative – phatic language";
- implementation in the structure of hypertext;

–   ethno-cultural representation;

–   use of hypertextual visual and auditory component;

–   possibility of global interactive development of the genre.

The researcher also highlights the **cognitive-pragmatic** and **linguistic-culturalfeatures** of the genre typology of Internet communication (Kompantseva, 2007: 3):

–   **The communicative goals** of the language genres of virtual communication may vary, but they are all closely related to the pragmatic attitudes of the Internet visitors, aimed primarily at self-expression and self-presentation.

–   **The concept of the addressee**, who takes an active position in relation to network communication and hypertext, is significant for all virtual speech genres. The addressee not only determines his/her attitude to communication, but also models various communication strategies: zapping (forming an information palette by jumping hypertext links), wandering the Web, ignoring (refusing to communicate with a user, etc.). Participants in virtual communication, online communities as integral communication systems can be understood from the perspective of pragmalinguistics.

–   **Virtual communication** is mostly devoid of direct contacts, so the language activity of participants is of a pronounced presentational nature. The role of a silent participant is always semiotic: a user, having entered a chat room, virtual conference, etc., can maintain incognito status for a long time, observing the communication situation and not engaging in the communication process. Network communities and moderators are quite strict in monitoring compliance with network communication norms, and violators either lose their rating in the act of communication, or are expelled from the network community, or acquire a high personal status.

–   "**Gawkers**" and "**eavesdroppers**" (V.I. Karasik's definition) is a model of cognitive representation of network beginners who seek to imbue themselves with the ideas of a particular virtual community, to master all the

nuances of the virtual communication genre. The actualisation of a personal position on the Internet always indicates psychological self-determination and self-realisation of the individual.

–   **The degree of popularity of the person** speaking is not relevant for starting an online conversation. Virtual acquaintances in the real world may have completely different status characteristics than their virtual personalities. Psychological relaxation, a sense of permissiveness, and anonymity, due to the virtual nature of the communication situation, weaken the strict status-based boundaries of representation.

–   In the virtual space, the addressee can be identified by the **linguistic genre**. In literary texts (or texts claiming to be literary) created on the Web, the type of addressee is determined by social, discursive, psychological, cognitive and communicative characteristics. This creates a situation of universal addressability and empathy.

–   The identification of the addressee on the basis of **quantity** (one-on-one communication, in a large chat room or virtual room, virtual conferences) is one of the defining genre parameters.

The eventual content of the speech genres of Internet communication is determined by several **factors**: national specificity, changes in pragmatic and illocutionary criteria, interaction of speech and written language, imitation of certain communicative and behavioural scenarios and/or their modifications (Kompantseva, 2007: 4). These factors not only determine the content of speech genres in Internet communication, but also reflect the constant transformations and adaptations of these genres under the influence of cultural, social and technological changes in the modern information environment.

Thus, the analysis of the communicative and pragmatic aspects of Internet communication has shown that the pragmatic approach allows us to consider this type of communication as a complex activity. The study of Internet communication focuses on various factors, such as situational behaviour, status characteristics and

language behaviour of participants, which determine the success of Internet communication. The proposed methodology for analysing genre formats of Internet communication, based on cognitive and pragmatic parameters, allows for a comprehensive consideration of this complex phenomenal context.

Conclusions to Chapter I

In linguistics, the term "**communication**" is interpreted differently by researchers in different scientific and professional fields. In this study, we consider the communication process as the exchange of certain information between two or more participants in the communication process, the main purpose of which is to transmit, perceive and understand a certain message. **Internet communication** is communication via the global computer network Internet. In linguistics, the term is also represented by the following synonyms: "electronic communication terminal", "virtual communication", "computer communication", "variable communication", "electronic discourse".

Communication via the Internet manifests itself in **two aspects**: 1) exchange of information between different subjects through voice, video, text messages, documents, files, etc.; 2) communication between human communicators. The peculiarities of Internet communication include: remoteness, creoleism, typical heterogeneity, voluntary contact, predominantly written communication, absence of time and space, and the presence of computer ethics and etiquette. **The main forms of Internet communication** include: chats, e-mail, forums, blogs, teleconferences, online games, instant messengers, dating sites and social networks.

The theoretical analysis of the **communicative** and **pragmatic aspects of Internet communication** has shown that the pragmatic approach allows us to consider this type of communication as a complex activity. The study of Internet communication focuses on various factors, such as situational behaviour, status

characteristics and language behaviour of participants, which determine the success of Internet communication. The proposed methodology for analysing genre formats of Internet communication, based on cognitive and pragmatic parameters, allows for a comprehensive consideration of this complex phenomenal context.

CHAPTER II
ANALYSIS OF LEXICO-GRAMMATICAL FEATURES OF INTERNET COMMUNICATION

2.1. Lexical features of Internet communication

Internet communication has become an integral part of modern society, fundamentally changing the ways in which people communicate, exchange information and interact with each other. The importance of social networks, messengers, blogs, forums and other online platforms has created a new discourse that differs from traditional forms of communication. One of the key aspects of this discourse is its lexical features. The vocabulary of Internet communication is characterized by a rapid pace of change, innovation and considerable flexibility, which allows users to effectively convey emotions, intentions and information in conditions of limited time and space. In this context, it is important to examine how new words, abbreviations, emojis, memes, and other lexical elements shape contemporary online discourse, influencing language and culture in general (Merriam-Webster Dictionary).

The thesis is focused on investigation of such lexical features of Internet communication as the functioning of neologisms, emotional coloring (emojis, Internet memes and other language elements for expressing feelings) and using professional speech (slang and jargon).

For analyzing the lexical and grammatical features of Internet communication, a special sample was made based on the material of comments and reviews of such social networks as "YouTube" and "TikTok".

Thus, the following sections of our work will be devoted to a detailed study of the lexical features of Internet communication, in particular, the functioning of neologisms, emotional coloring (emojis, Internet memes and other language

elements for expressing feelings) and the use of professional language (slang and jargon).

2.1.1. Lexical features of neologisms.

Neologisms are one of the most interesting and dynamic components of modern language, reflecting the rapid pace of change in society, technology and culture. They play a key role in the processes of language evolution, adapting the language to new realities and needs. With the advent of the Internet and the development of digital technologies, the rate of emergence of new words has increased significantly, creating a rich lexical layer that is constantly replenished. Internet communication, in particular, has become a powerful catalyst for the emergence and spread of neologisms, as it offers a wide range of platforms for the exchange of information, ideas and new terms. It is important to consider exactly how neologisms arise and function in this environment, what factors contribute to their popularity and consolidation in the language, as well as how they affect the modern lexicon. In this study, we will focus on the analysis of the lexical features of the use of neologisms, investigating their role in the formation of the modern linguistic landscape of Internet communications.

According to the classification of the scientist V. Kaptiurova, neologisms are divided into such groups (Kaptiurova, 2012: 135):

1. Phonological neologisms are unique configurations that are formed from separate sounds. For example:

Potato squeaker (guinea pig), Beep beep (car horn), Tinripper (can opener) (Youtube).

2. The second group of neologisms is morphological neoplasms as combinations with conventionally fixed in the language system elements resulting from the action of various regular word-forming processes.

Morphological neologisms are characterized by absolute structure and formal novelty because they are unique sound combinations and are perceived as inseparable, non-derivative, unmotivated units. For example:

A dab is an example of neologism. They changed the meaning of this word to exemplify a cool move (Youtube).

I just found my new favorite TikTok account. Sorry, not sorry (TikTok)

3. Semantic neologisms:

A selfie is a classic example of neologism (Youtube).

my dream is to be a digital nomad (TikTok)

commenting to stay on traveltok (TikTok)

we'd love to help you to document your travels! (TikTok)

Every family has that one person who will break the family financial struggle, I hope you become the one 💯 (Youtube)

If you stop to actually think about it it's so mind-blowing, no one just a couple centuries ago could have even thought anything like this could be remotely possible, I'm so glad I live in this day to experience such scientific advancements (Youtube)

It's incredible how almost everyone is so dependent on internet for so many important things, but only a few care to know how it works. This video explains such a complex topic in a very easy and simple way, it's mindblowing (Youtube)

This is one of my favourite channel on YouTube .can I expect the facts what the backend developer does and what s happening behind our mobile phone like which was not allowed for public view......etc (Youtube)

Your video is best for any Engineering students please make video on Hunting of Synchonous motor (Youtube)

Generous. I'm not a engineer but I learn a lot. Thanks. And can you suggest me where I can find video about fixed wireless system (Youtube).

Please make a video on piezoelectric shoes (Youtube)

Make video on hydraulic machines... turbines , pumps (Youtube)

Now I have a good understanding of how <u>vulnerable underwater cables</u> are (Youtube).

Thus, neologisms are an important component of the modern English language, which reflects the rapid pace of change in society, technology and culture, adapting the language to new realities and needs. In the language of Internet communication, the functioning of neologisms was also revealed, which indicate that the Internet discourse is constantly developing.

2.1.2. Lexical features of expressiveness: emojis, Internet memes and other language elements for expressing feelings.

With the development of the Internet and digital technologies, means of communication have undergone drastic changes, opening up new possibilities for expressing emotions and feelings. Lexical features of emotional coloring play an important role in modern online discourse, where users seek to convey their emotions quickly and effectively. Emojis, Internet memes, and other linguistic elements have become an integral part of this communication, performing functions previously reserved for non-verbal means of communication such as facial expressions and gestures. Emojis, for example, allow you to add emotional color to text messages, making them more alive and expressive. Internet memes, in turn, are cultural artifacts that often carry humorous or satirical connotations, reflecting public moods and collective experiences.

First of all, we will consider the features of the functioning of emoji based on our sample of examples. According to the statement of V. Trofimchuk, emojis as a visual representation of human emotions, living beings, objects and even certain symbols are in widespread use across the internet such as in text messaging, social media platforms and pretty much any informal modes of communication (Trofimchuk, 2020).

V. Trofimchuk proves that emojis were discovered that express the following emotions (Trofimchuk, 2020):

- joy:

Nice explanation 😊 (Youtube)

and your coming on holiday with me every year 😜 (TikTok)

Proud to be network engineer 😊. *In general it's good video* (TikTok).

Wow very nice work, because of this video I came to know about how the internet works. Thank you 😊 (TikTok)

- sadness:

literally wanna travel the world 🙁 (TikTok)

Oh no, The Internet is Loading while watching this. 😟😟 *But I still respect it* (TikTok).

- love, delight:

all together babes ❤️ ⭐ (TikTok)

I also want to travel the world with my family 🥰 (TikTok)

Do you have a list of places you added in this video, looks beautiful! 😍 (TikTok)

If Im gonna live on this planet we call home for the rest of my life ofc I'm gonna travel everywhere 😍 (TikTok)

If you want, do it 🔥 (TikTok)

This + be a mom at the same time ❤️ (TikTok)

wow. so beautiful 😍 (TikTok)

What part is this of the Bahamas! Need to go for summer 😍 (TikTok)

That is so beautifully put, amazing content. Learned a lot to teach new contents to my students and channel viewers! ❤️ (TikTok)

Man this is so complicated but you made it quite easy to understand & this is all so amazing 🤩 (TikTok)

Best Explanation ever. Now I got clear idea about Internet. Thank you so much. I am so glad. 💖 (TikTok)

This video taught me better than my professors did. Awesome content 🤩 (TikTok)

Thanks to lesics team, another great video (TikTok)

- uncertainty:

which is the best uni in the world for ICT !? 🤔 (TikTok)

So if The data center quits working that mean apocalypse 👀🤔 *hmmmm* (TikTok)

- surprise:

What can I say 🙊 *after seeing the animation and video explanation just one "speechless"* 😚😍😍 (TikTok)

- disappointment:

literally but don't know how which field should I go for to fulfill this dream 😭 (TikTok)

To travel with my LOML please 😭 (TikTok)

Me tooooo 😭 (TikTok)

Same but I have two beautiful fur babies and every time I leave for more than 2 days I start missing and crying for them 😭 (TikTok)

I miss the Bahamas my home place 😭 (TikTok)

I'm so glad this video exists. I use to completely not even understand how Internet worked, and now I still don't 😭 (TikTok)

- laughing:

I liked this video...MORE SPECIFICALLY, I ENJOYED IT 😂 (TikTok)

This video is excellent, the visual issue exemplifying makes me understand faster even without native English. thanks for the content! 😃 (TikTok)

So basically I am watching zeros and one 😂😂 (TikTok)

Good lord, there's some THICCness going on in this video! 😂😂😂 (TikTok)

Similarly? That's easy for you to say 😂 (TikTok)

- fear:

All that happens in less than 1 sec.. 😦 (TikTok)

The following emojis were also found to be in use in our sample:

- the Earth:

I want to see the world 🌍 (TikTok)

- a star:

fav dream travel around world ⭐ (TikTok)

- friendship:

This too real 🙏 (TikTok)

Hi legends , please make videos in tamil language also , my humble request 🙏🙏🙏 (TikTok)

Really this helps to understand easily about complex structure data system Lot of thanks to our team 🙏 (TikTok)

I learnt more than four semesters of BCS that I studied 🙏 (TikTok)

One of the best vids I've ever seen on here ❤️🤝 (TikTok)

- an airplane:

we gotta go this! 🛫 (TikTok)

🥰 *travel* ✈️✈️✈️ (TikTok)

- self-confident:

Please make a video about oiled/amoled screen 😎 *how it's work and it's limitations* (TikTok)

- check mark:

thank you for this excellent and didactic video. the least is to support you !! Really well ✅ *done* (TikTok).

- 100% truth:

Whole Computer Networks in one video :) Btw over all the videos I watched on this topic only this video can clearly explained me how internet works . Salute to your efforts 💯😇 (TikTok)

- an affirmative sign:

Oh Man, this is the best tutorial I have ever come across about internet especially for a layman like me.. Thanks and lot of appreciation for the work done.. 👍👍👍 (TikTok)

This video makes the word impossible obsolete.. great video thank you for all your work to make a layman a bit educated how the internet functions. 👍👍 (TikTok)

High quality animation with simple illustration and informative explanation. 👍👍 👌 *Really wish if you have any options to translate these videos into other local languages* (TikTok)

- strength:

We could see how much effort you put into creating a video. Super. 👍 *We A4Q team with your growth. Full support* 💪 (TikTok)

- applause:

Really this is something that needs more and more time to come up with a clear network that we are having today thanks goes to the developer 👏👏👏 (TikTok).

Good job! Well explained. 👍👏 (TikTok)

Excellent video, if this would tought in colleges, no one would have failed 👍👍👏 (TikTok)

That was very good explanation of how internet works 😊. *Loved it* 👏👏 (TikTok)

Some emojis have also been discovered that consist of the symbols that make them up, such as:

very nice video, much appreciated, thank you :) (TikTok)

Fun Fact: This is just scratching the surface!!! :) (TikTok)

It is worth paying attention to the fact that emoji, as a graphic sign, cannot be a lexical tool in its pure form. This is a non-verbal sign, which, of course, has its own lexical meaning. Emoji can convey emotions, moods, or ideas, but it does so through images, not words. Emojis, as graphic signs, differ from traditional lexical devices because they are expressed non-verbally through images rather than words. Although they have lexical meaning, such as emotions, moods or ideas, they express this without using text, so they function differently than pure lexical items.

Separately, we will consider the peculiarities of functioning in our sample of Internet memes. Internet memes is a cultural item (such as an idea, behaviour, or style) that is spread via the Internet, often through social media platforms (Internet meme).

*we should do this on holiday **xx*** (TikTok)

*need to do this for the cruise **lol*** (TikTok)

A-M-O 🥰 (TikTok)

*OMGGGG   SOOOOO   GOOOOD   **OMG**   SOOOOOOOOO WOWOWOOWOWOOWOW* 😍 😍 😍 (TikTok)

***Omg** yes yes yes yes* 🖤🖤 *this resonates so much with me* (TikTok)

*His way of speaking is the most American American **lol*** (TikTok)

*This is so mindblowing and incredible that I feel like screaming this knowledge out loud to everyone around me **XD*** (Youtube)

*I wish I had the fiber cable directly to my house. **LOL*** (Youtube)

These memes express the emotions of users.

Thus, lexical features of emotional coloring in Internet communication, such as emojis and Internet memes, allow users to effectively express their feelings and moods, giving text messages emotional richness. In our work, we investigated how

these elements perform the functions inherent in non-verbal means of communication.

2.1.3. Peculiarities of using professional speech in online communication.

Today's Internet communication has significantly transformed the ways in which people exchange information and interact with each other. One of the striking features of this process is the use of professional language, in particular slang and jargon, which significantly affect the nature and quality of communication in the virtual environment. Slang and jargon are specific lexical means that reflect belonging to a certain professional or social group, helping its members to create a common context and increase the effectiveness of communication. In the conditions of the Internet, these linguistic phenomena become even more dynamic and widespread, adapting to the needs of users in various professional and social spheres.

1.   Slang is "a very informal language that is usually spoken rather than written, used especially by particular groups of people" (Cambridge dictionary). For example:

- fusion of words:

when @buhbhie lezzgooooo (TikTok)

travel date with you lablab (TikTok)

- emphatic use of repeated letters:

Ohhhhh yes! If only you could transport from your door to theirs! (TikTok)

morgyyyyy i wanna go soooo baf (TikTok)

Yesss!!! A relaxing vaca is nice but there's nothing like getting out there and actually learning the culture! (TikTok)

soon heheheheh 😍 😍 😍 (TikTok)

soon lovey HAHAHAHA (TikTok)

- abbreviated forms and informal expressions:

bout to be me soon blud (TikTok) (about to be me soon, blood))

we goin ere yeah?? (TikTok) (we're going here, yeah?)

gotta go there when were older (TikTok) (got to go there when we're older)

u,me, n lacey? (TikTok) (you, me, and Lacey)

sons of Hermes relating abt that (understanders will understand) (TikTok) (abt – about)

It took years to conceptualize the whole process and have explained in less than 10 min. What an animation and video. Thanks *a ton*. (Youtube) (a ton – very much)

I've almost always enjoyed the journey to the place then the actual destination, *idk* why I just like flying (TikTok) (idk – I don't know)

I swear the second video is Siam park but *idk* it looks smaller (TikTok) (idk – I don't know)

My fav I went last yest (TikTok) (fav – favorite)

nxt year we should go here on holiday (TikTok) (nxt – next)

u coming with me? (TikTok) (u – you)

we really gotta study this year (TikTok) (gotta – go to)

How to get good ping(while playing online games)....reply plzz? (TikTok) (plzz – please)

- use of informal pronouns and abbreviated forms:

are y'all not gonna talk about chaeyoung's hair (TikTok) (y'all – you all)

I love the bird for "meet new people" bc same (TikTok) (bc – because)

Yup yup and yup ❤️ (TikTok) (yup – yes)

My dream travel with my bbf (TikTok) (bbf – best friend forever)

- emotional coloring through informal exclamations and expressions:

Yeah same feeling ❤️ (TikTok)

This is a gem (Youtube)

soon po we will be successful and can travel everywhere hehe (TikTok)

- mixing of different language elements:

arnt we staying here (TikTok) (archaic form "aren't")

2.   Jargon is "a hybrid language or dialect simplified in vocabulary and grammar and used for communication between peoples of different speech" (Merriam-Webster Dictionary). For example:

- Saving time and space*: using abbreviations (*Btw, ur, rn, vedio*) and informal forms of expression help to convey ideas faster and reduce the amount of text:

Whole Computer Networks in one video :) Btw over all the videos I watched on this topic only this video can clearly explained me how internet works . Salute to your efforts 💯😇(Youtube) (Btw – by the way)

this is super cool and this is exacty what we r learnning rn in the network module (Youtube) (rn – right now)

awesome & informative video..tanx for sharing ur knowledge (Youtube).

Kudos to ur efforts for this explanation..... This is amazing... (Youtube) (ur – your)

Thousands of thanks sir... This vedio is truly awsome to the understanding of the total internet system... I have been looking for this for years. But no content was that much satisfactory for the complete understanding. This one is up to the mark!! Love you sir... ❤️ ❤️❤️❤️❤️❤️ (Youtube) (vedio – video).

-      expression of emotions and evaluations: jargonisms are often used to color the language emotionally, to express admiration, gratitude or other feelings. For example:

Love 1000x (TikTok)

Such an amazing video bro, liked it. (Youtube)

- community identification: jargons help users identify themselves as part of a particular group or community (eg, tech community, gamers). For example:

You Saved my Life Bro! I am Very thankful to you and your content Thank you to all your team And hard work to make us understand this complex information in a very easy way (Youtube)

-      humor and informality: the use of jargon adds humor and creates a more casual atmosphere of communication. For example:

Finally after 20 years of using the internet, now i know how it works and how everybody can fit their traffic in those small wires at the same time lol (Youtube).

I think someone just step the wire thats why i experience lagging all the time (Youtube)

Hello bro how you can edit this video? With what software ? (Youtube)

-      simplifying complex concepts: jargons help to simplify and make complex technical or specialized topics easier to understand. For example:

Explained in a nut shell, best ever Vedio I have seen about internet (Youtube)

digitally understandable video of how the data is transfer through the optical fiber network (Youtube)

- using of memes and Internet cultural references: Expressions that are popular in Internet culture are often used to connect with the audience. For example:

Nice, Tp-link advertising :D Fighting Chinese ! (Youtube)

Not me forgetting that I'm meant to watch this for an assignment due tomorrow 😀 (Youtube)

I work at one of those tech companies. I always thought that there was some magical device that "broadcast" internet. I knew about fiber and and how cellular works but this was 100% eye opening (Youtube).

Thus, the use of slang and jargon in Internet communications plays an important role in forming a common context and increasing the effectiveness of interaction between users. These lexical devices help to save time and space,

express emotions, identify a person as a part of a certain community, add humor and simplify complex concepts. Thanks to these features, slang and jargon adapt to the needs of users and become an integral part of modern Internet communication.

2.2. Grammatical features of language in Internet communication

Internet communication has become an important part of modern life, affecting all aspects of language use, including grammar. The distinctions between written and spoken language gradually blur in the online environment, creating unique grammatical structures that reflect the speed, informality and interactivity of this mode of communication. In particular, syntactic simplifications, ellipses, informal abbreviations, and free use of punctuation are characteristic features of Internet language that help users communicate their thoughts and emotions effectively. In addition, multi-codedness and the mixing of linguistic styles have become commonplace, reflecting the globalization and multilingualism of Internet users.

In our work, we plan to consider the following questions: 1. Contraction, abbreviations and other ways of optimizing speech expression in Internet communication. 2. The study of the dependence of grammatical forms on the communicative environment and the purpose of communication. 3. Modifications of grammatical constructions in connection with the development of Internet communication.

Thus, Internet communication has significantly influenced speech practices, particularly grammar, creating unique structures that reflect the speed, informality, and interactivity of communication. In our work, we will consider reductions, abbreviations and other ways of optimizing language expression, the dependence of grammatical forms on the communicative environment and the purpose of communication, as well as the modification of grammatical constructions in connection with the development of Internet communication.

2.2.1. The ways of optimizing speech expression in Internet communication.

Internet communication differs from traditional forms of communication not only by speed, but also by unique means of optimizing the expressiveness of speech. With the help of abbreviations, acronyms and other ways of expressive language simplification, Internet users can effectively and economically express their thoughts, emotions and ideas. These tools not only accelerate the pace of communication, but also create a special language code that is a reflection of the culture and specificity of Internet communities. In this study, we will look at various ways of optimizing speech in Internet communication, focusing on the use of abbreviations, acronyms and other methods of simplifying language and their impact on communication processes and language development in a digital environment.

In the process of research, the following ways of shortening the text were found:

- shortening of words:

Now I know how internet works. It's pretty amazing. Thanks for the vid btw (Youtube) (vid btw – video by the way)

About 9mins video with so much information, awareness and enlightenment. I'm glad I found this video. Who else feels same way? (Youtube) (mins – minutes)

u coming with me? (TikTok) (u – you)

we need to go and go in a cruise fs (TikTok) (fs – for sure)

Excellent plz use simple english and also convert in urdu language. Your will be increase (TikTok) (plz – please)

Can u explain the working of a seat belt in cars?? (Youtube) (u – you)

This video is just simply amazing, no wonder its highly recommended by industry experts. Thanks for putting this out (Youtube). (thanks – thank you)

I find it amazing that even an explanation like this, people still think it runs off of magic after <u>ive</u> told them multiple times how it works (Youtube). (ive – I've)

I'm currently studying Internet regulation and really needed a visual aid to help me understand better. This video did just that. <u>Thanks</u>! (Youtube) (thanks – thank you)

- abbreviations:

Learn engineering <u>YT</u> : A server can store billions of websites. Me : What's a server now ??? (Youtube) (YT – Youtube)

Says <u>SSD</u>, shows <u>HDD</u>. And really, i doubt google stores all petabytes of data on <u>SSDs</u> (Youtube) (SSD – Solid State Drive, HDD – Hard Disk Drive)

No, it is not impossible to imagine a life without phone, internet, computer or <u>tv</u>. Some of us lived in that era. There were somethings better about it and somethings not so good (Youtube). (tv – television)

An excellent explanation with an awesome presentation. Really surprised to realize how fast will be the switching of data reception channel happens when we disconnect a device from our home <u>WiFi</u> and connct to cellular data while watching the same video (Youtube).(WiFi – Fireless Fidelity)

Those plants grow very large due to a high <u>CO2</u> concentration in the atmosphere, but they eventually die and get buried. Over time, they are convert into oil, which is processed into fuel which powers the car. The fuel is converted into exhaust by the engine which flows through the catalytic converter and comes out of the tailpipe. And that's how a car works! (Youtube) (CO2 – Carbon Dioxide)

Quick correction at 3:03, it implies that your <u>ISP</u> assigns an <u>IP</u> address for every internet-connected device in your network. For most residential connections, this is not true. Your router assigns each device an <u>IP</u> address that can be ONLY be used inside of your local network called a private <u>IP</u> address. This is done using a process called subnetting. A Private <u>IP</u> usually starts with 10.x.x.x or 192.168.x.x. That way, the <u>ISP</u> only needs to assign 1 <u>IP</u> address to your router (called a public <u>IP</u>), and the router will forward all data to their respective devices

using a process called Network Address Translation (<u>NAT</u>). Similarly, when you want to send data from a device, the router will forward the request to the internet on behalf of your device (Youtube). (ISP – Internet Service Provider, IP – Internet Protocol, NAT – Network Adress Translation)

As an <u>IT</u> professional I can only imagine the deafening hum of one of the Google Data Centers... (Youtube) (IT – Information Technologies)

Thank you for wonderful illustrations how internet works through Graphical <u>3D</u> Design (Youtube). (3D – Three Dimentional)

Optical Fiber cable does not go from the seabed to your router. First of it has numerous routing points before that, but primarily a home router almost never have an optical port. It either goes to a <u>DSLAM</u>, (an cobber line sentral if you will, in the case you have <u>DSL</u> line into your home) or if you have a fiber to your home, it will usually go to a modem first, then your home router (Youtube). (DSLAM – Digital Subscriber Line Access Multiplexer, DSL – Digital Subscriber Line)

Now we all should appreciate our <u>ISP</u> especially after knowing the whole process (Youtube) (ISP – Internet Service Provider)

My hubby is an <u>IT</u> guy. I hear this and that about <u>IT</u> world from him (Youtube). (IT – Information Technologies)

Before it reaches the house, the data must first go through the <u>ISP</u> correct? (Youtube) (ISP – Internet Service Provider)

I remember the days before domain names... we'd type out the whole numerical <u>IP</u> address... this would get us to the website (Youtube) (IP – Internet Protocol)

<u>IP</u> adresses like 192.168.x.x or 10.x.x.x are private network addresses and are used only for local <u>LAN</u> communication (router in home assign this address with option for user to change it). All outside <u>LAN</u> request are translated to public adres given by internet provider (Youtube). (IP – Internet Protocol, LAN – Local Area Network)

This 9 minute vedio is better than my whole ICT knowledge. THANKS! (Youtube) (ICT – Information and Communication Technologies)

For the IP address, I thought that this was unique to a given gateway as opposed to an individual device. Aren't all devices connected to the same router under the same IP address, whereas the MAC address is what uniquely identifies a specific device in the LAN? (Youtube) (IP – Internet Protocol, LAN – Local Area Network, MAC – Media Access Control)

Create a video on how micro SD card works (Youtube) (SD – Secure Digital)

- use of incomplete sentences instead of complete sentences:

step 1: achieve financial stability (TikTok)

...algorithme (TikTok)

awesome travel #naturetherapy (TikTok)

first step: get money (TikTok)

Amazing ...quality of video is very super ... (Youtube)

Music? (Youtube)

Very informative! Awesome! (Youtube)

amazing animation and explaining, thank you for such a clear explanation (Youtube).

One of the best video in Internet about Internet (Youtube)

Great video, production, voiceover and graphics animation. Very much appreciated and thank you so much (Youtube)

best and most thorough break down of this I've seen. thank you! (Youtube)

This is so beautifully put, amazingly an eye opener, learned alot, much appreciated (Youtube)

Just found this channel recently... The way they explain things with a simple verbal and animations makes me learn new things in an easy way. This is the best channel to learn new things.... Thank you guys for these valuable efforts (Youtube)

- the use of signs or numbers that serve to shorten the text:

me & my man going here one day , wait on it yall (TikTok) (& – and)

Kindly suggest me a video regrading quadrature phase shift keying, offset phase shift keying, π/4 phase shift keying, minimum phase shift keying and Gaussian minimum phase keying (Youtube) (π/4 – divided by 4)

Oh poor Kashmir you are suffering since last 3 moths with out communication means (Youtube)

I feel like the owe this video millions $ This is amazing. Thank you (Youtube) ($ – dollar)

This video totally in 9minute learned me networking knowledge Wow how it is amazing expression with best sound quality (Youtube)

I have just learnt what I didn't learn during the whole 3 years of my degree in IT (Youtube).

I thought trolls & cat videos powered the internet (Youtube). (& – and)

Thus, in the realm of Internet communication, optimizing speech expression is paramount for effective and efficient interaction. Abbreviations, contraction, and other methods of language simplification serve as invaluable tools in this regard, enabling users to convey their thoughts and emotions with brevity and clarity.

2.2.2. The dependence of grammatical forms on the communicative environment and the purpose of communication.

Language is not only a means of communication, but also a reflection of cultural, social and psychological aspects of society. However, the use of grammatical forms in speech largely depends on the context of communication and its purpose. Communication in various spheres of life, such as Internet communication, requires users to use different grammatical structures to achieve their communicative goals effectively and adequately.

One of the main communicative aims is to achieve emotional reactions and express attitude of the author. It can be clearly seen from such an example:

Still one of the <u>craziest things</u> is how we have internet cables that go from country to country. There are literal internet cables under our oceans that connect countries to each other. For a long time I didnt know that the ocean had thousands of feet of cable running at the bottom of the ocean (Youtube)

The expression *craziest things* indicates the use of a superlative to express a strong emotional impression. The use of the word *craziest* is a superlative that emphasizes extraordinaryness and evokes a strong emotional response. The sentence clearly demonstrates how the author uses language to express emotions and surprise. The use of the superlative *craziest* increases the emotional impact on the reader, making the statement more impressive and memorable.

The effort to make this video and explain very detail make me understand more fully, thank you (Youtube).

In this example, the phrase *The effort to make this video and explain very detail* indicates recognition of the effort that went into making the video and appreciation of the detailed explanation. The author perceives the ability to explain the material in detail as something valuable and important.

The silence in this video is so loud (Youtube).

This sentence includes the metaphor *The silence in this video is so loud*, indicating that the absence of sound in the video affects the author as much as the presence. This reflects the author's impression of how the video was able to affect him even without sound.

Thank you for making this video. Very informative and visual. Must be watched multiple times! (Youtube)

In this example, the dependence of grammatical forms on the peculiarities of Internet communication, namely on the speed and brevity of the expression, is observed. The phrase *Thank you for making this video* is an expression of the author's gratitude for creating the video and is used in the form of an impersonal sentence, which is typical for short, concise statements on the Internet. Next, the phrase *Very informative and visual* uses bright, simple words and directly conveys

the value of high-quality and visually appealing information in the video. The sentence ends with the phrase *Must be watched multiple times!*, which expresses the recommendation to watch the video several times to fully understand the material. This form of expression is typical of Internet communication, where short, direct, and emotionally charged statements are common.

Very well explained I searched for it but did not understand enough.your explanation and animation was just fabulous thank u (Youtube)

In this sentence, the dependence of grammatical forms on the peculiarities of Internet communication is observed. The use of abbreviated forms *I searched* and *thank u* indicates the author's desire to save time and speed of expression. Further, the phrase *but did not understand enough* expresses a lack of understanding, but at the same time shows the author's interest in enriching his knowledge. The last sentence *your explanation and animation was just fabulous* uses words with emotional color to express the impression of the information and visuals of the video.

Thank you very much. I love your channel. All your videos are remarkable, fascinating, and interesting (Youtube).

The phrase *Thank you very much* expresses gratitude, which is typical of online expressions. Next, a positive assessment of the content is indicated: *I love your channel. All your videos are remarkable, fascinating, and interesting*. The use of the words *remarkable, fascinating* and *interesting* emphasizes the delight and impression of viewing the content.

Thus, in the modern world, language is not only a means of communication, but also a reflection of cultural, social and psychological aspects of society. The use of grammatical forms in speech largely depends on the context of communication and its goals. Communication in different areas of life, such as Internet communication, requires users to use different grammatical structures to achieve their communicative goals effectively and adequately. The use of grammatical forms in expressions on the Internet is determined by the speed and

brevity of the expression. Differences in speech encourage users to use different language means to express gratitude, emotional impressions and recommendations, and also emphasize the importance of visual and informative content in the context of online communication.

2.2.3. Modifications of grammatical constructions in Internet communication.

With the development of the Internet and digital technologies, there has been a significant impact on speaking practices and grammatical constructions. Internet communication is becoming an increasingly influential component of modern communication, which leads to modifications in the use of grammatical constructions. Changes occur both in the structure of the sentence and in the use of language forms, which is reflected in the way of expression, the use of abbreviations and other linguistic means.

Most often, in the process of research, non-compliance with grammatical rules in sentences was found, for example:

Is weather nice in December? (TikTok) (the weather)

it's the best place on earth (TikTok) (the earth)

Hi! From Mali, i really love your channel, i was wondering if you could translate the videos in French ! (Youtube)

Hello! From Equatorial Guinea, Africa, i really love what you are doing, i was wondering if you could translate the videos in Spanish or if i can do it my self with your permission! (Youtube)

Please make a vidio on bike transmission. (Youtube)

Please help about colour television. .... (Youtube)

How Does your mobile phone work? (Youtube)

The use of a lowercase letter at the beginning of a sentence is also observed:

thank you so much (Youtube).

which software you use for your animation ? (Youtube)

super video. please upload problems radiations? (Youtube)

is this related to signal processing engineering ? (Youtube)

please give me a video in which all networking devices are shown (Youtube)

i wonder how is it feel when you have a lot of likes in comments? (Youtube)

sir thank u so much your way of describing is best ...very nice sir ..... (Youtube)

This video is completely amazing. love it (Youtube).

just wooooow, its insane. Understood the concept, well thanks for the video (Youtube)

thanks for learning from Libya (Youtube)

very nice explanation thank you for sharing (Youtube)

Omission of punctuation marks is found in the following examples:

I search to learn something so much, but it is really hard to find satisfying explanation about how something works. But that channel explains exactly how i want. Thank you (Youtube)

The legend says that i'll get a heart to this comment Naild it (Youtube)

I really love it these type of explanation❤️*...from india* 😌 (Youtube)

Thanks a lot for your video and time you spend for teaching we are invest in video too I hope one day cooperate with you (Youtube)

Can you video of how yagi antenna works (Youtube)

Please would you tell me which software is used to make these animation? (Youtube)

Sir make video about, how drone work (Youtube)

Guys which software are you using to create this animations (Youtube)

What language is this? Sounds slightly like English but I'm not sure (Youtube)

Make as soon as possible (Youtube)

Great work! Small nitpicking:I would argue that the main distinction between a server and a home computer isn't how powerful it is. It's that the server is always on (Youtube)

Now I understand. Thanks à lot. Excellent explanation (Youtube)

Incredible video , thankyou for making this and appreciate your effort (Youtube)

The use of incorrect punctuation is found in the following sentences:

How do blood analyzers work and why isn't there one that tests for many things at the same time (Youtube).

I really love this project. thanks for upload this~ (Youtube)

Thus, during the research, most often, inconsistency of grammatical rules in sentences was found, in particular: incorrect use of punctuation marks, lack of a capital letter at the beginning of a sentence, and use of incorrect word forms. In the process of our work such grammatical modifications were were found: 1) non-compliance with grammatical rules; 2) the use of a lowercase letter at the beginning of a sentence; 3) omission of punctuation marks; 4) the use of incorrect punctuation.

Conclusions to Chapter II

Neologisms represent a vital facet of contemporary English, embodying the rapid evolution of society, technology, and culture, thus adapting language to novel realities and requirements. Our investigation has uncovered the presence of neologisms within Internet discourse, indicating its ongoing evolution.

In the study the lexical features of Internet communication, in particular the use of neologisms, emojis, Internet memes, slang, jargon etc. were analyzed. The lexical aspects of emotional expression in Internet communication, such as emojis and Internet memes, empower users to aptly convey their emotions and sentiments,

enriching textual messages with emotional depth. In our analysis, we explored how these elements fulfill functions akin to non-verbal communication methods.

The incorporation of slang and jargon in Internet discourse plays a pivotal role in establishing a shared context and enhancing user interaction effectiveness. These lexical tools aid in conserving time and space, conveying emotions, delineating community membership, infusing humor, and simplifying intricate concepts. Thanks to their versatility, slang and jargon seamlessly adapt to user needs, becoming integral components of contemporary Internet communication.

The grammatical features of the language in Internet communication (abbreviations, contraction, grammatical forms and constructions) were also studied. Internet communication has profoundly impacted speech practices, particularly grammatical structures, engendering distinctive frameworks that mirror the swiftness, informality, and interactivity of communication. In our study, we will scrutinize contractions, abbreviations, and other methods of optimizing language expression, the correlation between grammatical forms and communicative contexts and objectives, and the evolution of grammatical constructions vis-à-vis Internet communication advancement.

Within the realm of Internet communication, streamlining speech expression is paramount for effective and efficient interaction. Abbreviations, contractions, and other simplification techniques serve as invaluable aids, enabling users to succinctly and clearly articulate their thoughts and emotions.

In the modern milieu, language transcends mere communication, serving as a reflection of cultural, social, and psychological facets of society. The deployment of grammatical forms in speech is heavily contingent upon the communicative context and objectives. Effective communication across diverse spheres, including Internet discourse, necessitates the adept utilization of various grammatical structures. The adoption of grammatical forms in online expressions is dictated by the imperative of rapidity and brevity. Variations in speech patterns prompt users to employ diverse linguistic tools to convey gratitude, emotional reactions, and

recommendations, underscoring the significance of visually appealing and informative content in online interaction.

Throughout our research, we frequently encountered deviations from grammatical norms in sentences, notably: improper usage of punctuation marks, absence of capitalization at sentence onset, and incorrect word forms. Our investigation identified several grammatical modifications: 1) non-adherence to grammatical conventions; 2) commencement of sentences with lowercase letters; 3) omission of punctuation marks; 4) misuse of punctuation.

CHAPTER III
IMPACT OF INTERNET COMMUNICATION
ON LANGUAGE AND SOCIETY

3.1. The influence of Internet communication on language practices

Internet communication has significantly changed language practices, creating new forms of expression and communication. With the advent of social networks, messengers and other online platforms, new ways of using language have appeared, which are characterized by simplification, creativity and speed of information exchange.

One of the key changes is the spread of informal language. In digital spaces, users often use slang, abbreviations, emojis, and memes to convey their thoughts and emotions. These elements become an important part of communication, especially among young people, and gradually influence standard language norms.

The Internet has also contributed to the globalization of language practices. English has become the lingua franca in online communication, which has led to the integration of English words and expressions into different languages (Wright, 2021: 2).

On the other hand, Internet communication leads to the formation of new genres and styles of texts, such as blogging, microblogging, vlogs and podcasts. These forms of content create new demands on language skills, such as the ability to condense information or make it as accessible as possible to a wide audience.

In general, Internet communication transforms language practices, making them more dynamic, diverse and influential. This process changes not only the way people interact, but also the very understanding of language as a communication tool (But, 2011: 10).

In addition to influencing the lexical and stylistic levels, Internet communication also changes the grammatical structures of the language. In social

networks, there is often a tendency to simplify grammar, including shortening sentences and neglecting punctuation. Apparently, this is caused by the desire of users to transfer information as quickly as possible, which leads to the formation of new norms in digital communication (Wright, 2021: 3).

Another important aspect is the development of multimodal communicative practices. In modern Internet communication, text is often supplemented with images, videos, animations, and hyperlinks that create multi-layered content. That is why users are required to have not only language, but also visual and technical skills to effectively create and understand messages. Thus, language on the Internet becomes not only a verbal, but also a visual communication tool.

Changing the role of the audience in the communication process is also important. On the Internet, consumers of content often become its creators, which leads to the phenomenon of "crowdsourced texts", when large volumes of information are created collectively, which significantly affects the authority and reliability of sources, changing approaches to critical analysis and interpretation of information (Gratch, 2017: 5).

Internet communication also contributes to the development of linguistic creativity. New technologies allow users to experiment with the form and content of the text, creating original expressions that do not always correspond to traditional language norms, which is especially important in the use of memes, in which text and visual elements are combined to create new content (Sibthorpe, 2014).

Finally, it is worth noting that Internet communication also affects the development of language policies. In particular, it stimulates the creation of new standards for digital texts, such as requirements for inclusiveness, transparency and protection of personal information. Importantly, such changes are a reflection of broader social processes that are driving the evolution of language practices in the digital age (Wright, 2021: 4).

Thus, the influence of Internet communication on language practices is profound and multidimensional. It covers all levels of the language system – from vocabulary and grammar to stylistics and genres, contributing to the formation of new norms and standards in the digital world. The Internet becomes not only a communication tool, but also a catalyst for changes in the very understanding of language, which opens up new opportunities for linguistic creativity and interaction.

In addition, the influence of Internet communication on language practices is manifested in the change of sociolinguistic aspects of communication. In particular, new forms of social identity are emerging, which are formed through the linguistic features of users in digital communities. Members of online groups, blogging communities, or forums often use specific jargon, slang, or even create new words to reinforce their group identity, creating unique subcultures where language plays a key role in building social connections and understanding (Evans, 2017: 18).

Another important aspect is the change in traditional ideas about writing and literacy. With the development of Internet communication, the boundaries between written and spoken communication are becoming blurred. For example, chat conversations often contain elements of spoken language, such as pauses, contractions, or even phonetic spelling of words, leading to a new form of communication sometimes called "digital literacy". It involves not only the possession of traditional writing skills, but also the ability to navigate the specific linguistic features of the Internet.

It is also worth paying attention to the influence of Internet communication on intercultural interaction. Thanks to the globalization of the Internet, users from different countries can easily communicate with each other, which facilitates the exchange of cultural and linguistic elements. This leads to the formation of "hybrid" language practices, where elements of different languages and cultures are intertwined, creating new forms of expression (But, 2011: 12).

However, along with the positive aspects, there are also certain challenges associated with the impact of Internet communication on language. One of them is the threat of a decrease in the level of literacy among young people who actively use simplified language forms on the Internet. The absence of the need to follow spelling and grammar rules in digital communication can lead to the formation of incorrect language habits.

It is also important to note that Internet communication can affect the preservation of linguistic diversity. In many cases, the dominance of global languages such as English can lead to the crowding out of less widespread languages from the digital space, which can contribute to the gradual decline of such languages, especially among younger generations who mainly communicate in global online environments (Gratch, 2017: 6).

Overall, the impact of Internet communication on language practices is a complex and controversial process that has both positive and negative consequences. It contributes to the development of new forms of communication, increasing creativity and globalization of language, but at the same time it creates challenges for the preservation of language culture and literacy. In this context, it is important to find a balance between the use of new language opportunities provided by the Internet and the preservation of traditional language norms and values (Evans, 2017: 18).

Thus, Internet communication profoundly transforms language practices, making them more dynamic, globalized, and creative, affecting all levels of the language system. However, along with the positive changes come challenges, such as the risk of lower literacy rates among young people due to the proliferation of simplified language forms in the digital environment.

3.1.1 Identification of lexical and grammatical changes in modern English.

The modern English language, as a living and dynamic system, is constantly changing under the influence of various social, cultural and technological factors. The identification of lexical and grammatical changes is a key aspect of understanding the evolution of language, which reflects not only the change in language norms, but also the adaptation of language to new conditions of communication. Lexical changes, such as the appearance of new words and meanings or borrowings from other languages, reflect the rapid development of technology and the changing socio-cultural context. Grammatical changes, in turn, include the evolution of structural rules and the use of linguistic forms in new contexts.

First of all, we will consider lexical changes in modern English. As a rule, changes in the lexical composition are the most rapid and noticeable.

The modern English language is affected by globalization, digital media and social networks, which contribute to the expansion of vocabulary and changes in grammatical constructions. For determining the features of lexical and grammatical changes in the modern English language, we will analyze them based on the material of sources of Internet communication, in particular, such as TikTok and YouTube.

Internet communication has significantly influenced the expansion of the vocabulary of the modern English language, in particular through the formation of neologisms. The increase in the number of neologisms in modern English has a significant impact on both the language system and society as a whole.

Neologisms fill lexical gaps, describing new phenomena, products or concepts that previously did not have a special term, contribute to the enrichment of the vocabulary of the language and allow more accurate expression of modern realities. For example, a term like *smartphone* appeared as a result of technological

development and became an integral part of modern language. Here are sentences with this term:

*This cartoon isn't meant to bash either iPhone or **Smartphone**, or anyone that uses either phone. As a matter of fact this cartoon was originally made just to roast my friend who always bragged about his Android. I actually really like both, but I have an iPhone because it was a gift from my parents lol* (Youtube)

*My head: apple. My heart: **Smartphone**. My wallet: Nokia* (TikTok)

*It's 2019 and people still don't get that iPhone isn't an operating system. Should be "iOS vs **Smartphone** "* (Youtube)

Neologisms can influence social and cultural norms, forming new social concepts and behavioral models. For example, terms related to social media, such as *influencer*, reflect new social roles and phenomena that have emerged with the development of digital platforms. Here are examples:

*There should be a movie where **influencers** go around doing things to get attention annoying people like zombies* (TikTok).

*Am here not for the **influencer** trailer but the comments to see if worth the watch* (TikTok)

*Seems to me that the plot twist is revealed in the **influencer** trailer? Uh :(* (Youtube)

Neologisms can reflect and drive social change, such as changes in technology, economics, or cultural preferences. A change in vocabulary can reflect how society adapts to new conditions or how its worldview changes. For example, a term related to global issues such as *climate change* reflect the growing attention to environmental issues and social responsibility. For example:

***Climate change** deniers, Flat Earthers, and conspirators are nuts I love it* (Youtube).

*The best way to curb **climate change**?* (Youtube)

*I hereby request permission to use the video entitled "Causes and Effects of **Climate Change**" in activities at my church* (Youtube).

Internet communication has also brought about significant changes in the way emotions and moods are expressed, thanks to the use of emojis, memes and other visual elements. Emoji have become an important tool for expressing feelings and moods in text communication, allowing users to convey an emotional context that is difficult to express in words. For example, emoticons can replace traditional verbal intonations and non-verbal signals, which makes communication more multifaceted and intuitive. Internet memes, which often combine text with images, have also become a popular means of expressing humor, social commentary, and cultural feedback. Here are some examples:

- emojis:

Your hardwork and way to explain..... Thnkyou so much 🙏❤️❤️ *just blew my mind* (TikTok).

Awesome Video 🔥. *Very Informative and brilliantly explained. Hats off to you guys* ❤️ (TikTok)

Thank you so much Simple and rich explanation 🙏 (TikTok)

you never fail to amaze me lesics team 🙌 (TikTok)

This is really awesome. Thank you 💗💖 (TikTok)

This video is so awesome 🙌🔥🔥*Great explanation and tone of voice* (TikTok)

One of the amazing gifts god has ever given to mankind 🙌 (TikTok)

wow!!! one of the best video i just watched 🙏🙏 (TikTok)

- emoticons:

This should be a good one. Looking forward to it :) (TikTok)

1st from Nepal :))))))) (TikTok)

Very easy-to-understand video.... Thank you very much for your work... :-) From Brussels, with Love... (Youtube)

This is so cool, looking forward to undergrad engineering :) (Youtube)

- memes:

 (Youtube)

Changes in the use of professional language are also observed in Internet communication. With the development of online resources and professional networks such as LinkedIn, terms and expressions that used to be characteristic of traditional business communications began to adapt to the digital environment. Online platforms contribute to the development of new professional jargon and slang that reflects the specifics of the digital economy and technological innovations. For example, a term like *remote work* received new meanings and became common in professional online discussions. Professional language on the Internet is also characterized by the shortening of terms, simplification of grammar and the use of more informal stylistic means, which contributes to faster and more effective communication in the digital environment. For example:

Remote work is the way to go. 🎉 (Youtube)

After experiencing the effects of the pandemic, my perspective on remote work completely shifted, and I found myself embracing its charms! (Youtube)

Do I want to work remotely, hybrid, or in an office? (Youtube)

Remote work is better than being in the office (Youtube).

If considering the grammatical changes in the modern English language based on Internet communications, it is worth paying attention to the fact that more and more often English words undergo contractions, so sentences also become shorter (Riabukha: 231). For example:

*Thank **u** for this Amazing video, but can you tell us about the internet that **elon** musk is doing.. From the satellites..?* (Youtube)

*This is cool easy to understand thank you **fr** the video* (Youtube)

*Undertood more in this 10 **min** video than in my 4 years **clg*** (Youtube)

*Thank you for explaining in such an easy **&** understandable way* (Youtube).

*I was searching for this since long ...Thank **u** sir... for such an amazing animation.....* (Youtube)

*One of the best video i watch to understand this concept. **Thanks*** (Youtube)

*This is incredible and all I can say is thank you for educating me in 9 **mins*** (TikTok).

*Am I going crazy or **arebt** those buildings in Dubai* (TikTok)

Thus, the increase in the number of neologisms in the modern English language significantly enriches the vocabulary and reflects the adaptation of the language to new technological and social conditions. However, these changes also affect social norms and grammatical constructions, indicating the dynamism of the linguistic environment in the age of globalization and digital media. The increase in the number of neologisms in the English language reflects and emphasizes the dynamism of the modern language and its ability to adapt to new realities, which enriches the vocabulary, changes social and cultural norms, affects language styles and norms, and forms new ways of international communication. Internet communication promotes shortening of English words and sentences, which makes language more concise and economical in the digital environment.

3.1.2 The reaction of the linguistic community to the evolution of speech on the Internet.

To study the reaction of the linguistic community to changes in speech on the Internet, a survey was created on the topic "The reaction of the linguistic community to the evolution of Internet speech", in which 26 people participated. The survey was conducted among students of the Kyiv National Linguistic University (of different years of study).

The survey included nine questions:

1) How do you think Internet communication has influenced the way people interact?

2) Which forms of online communication do you use more often?

3) In your opinion, does Internet communication contribute to learning foreign languages or not?

4) How often during Internet communication do you come across unknown lexical units that later come you in handy?

5) What is your attitude to the use of contractions and abbreviations (e.g., LOL, BRB) in online communication?

6) How has the rise of Internet slang and memes affected your understanding of foreign languages?

7) How do you think the use of emojis and GIFs impacts written communication?

8) Have you noticed any changes in your own speech or writing habits due to online communication?

9) Do you think the evolution of language on the Internet has a positive or negative impact on traditional language skills (e.g., spelling, grammar)?

The following figures represent the results of the survey according to these questions.

How do you think Internet communication has influenced the way people interact?
26 відповідей

- Improved social interaction
- Reduced face-to-face interaction
- No significant impact

53,8%

46,2%
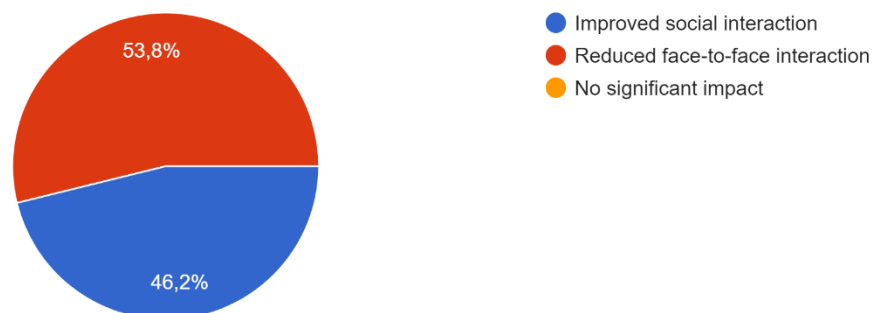
According to the results of the first question, most students reduced face-to-face interaction. Fewer students imvolved social interaction. No student chose an answer "No significant impact".

Which forms of online communication do you use more often?
26 відповідей
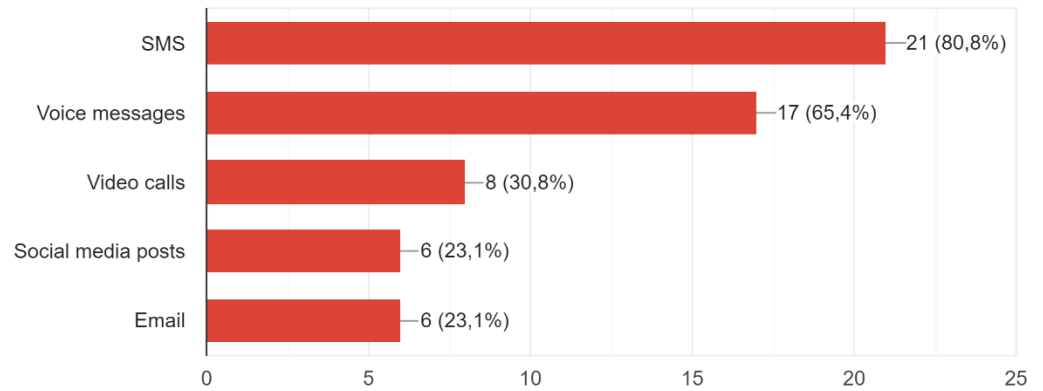
As the results of this question demonstrate, most students more often use SMS as a form of online communication. Fewer students use voice messages. The fewest students chose the answers "video calls", "socal media posts" and "email".

In your opinion, does Internet communication contribute to learning foreign languages or not?
26 відповідей
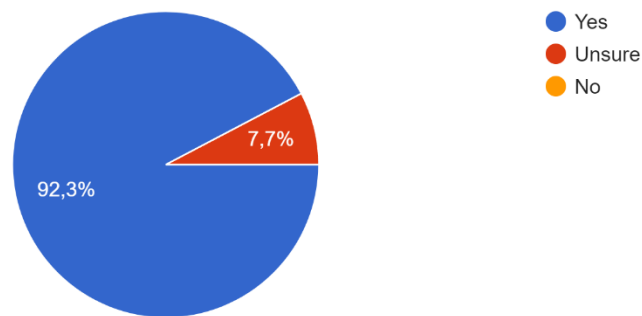
According to this question, most students think that Internet communication contribute to learning foreign language. Only 7,7% are unsure about it. No student chose an answer "No".

How often during Internet communication do you come across unknown lexical units that later come you in handy?

26 відповідей
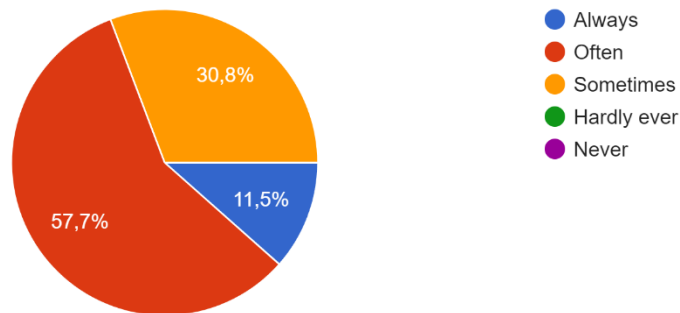
Answering this question, most students often come across unknown lexical units. Fewer students have chosen the answers "sometimes" and "always". No students have chosen the answers "Hardly ever" and "Never".
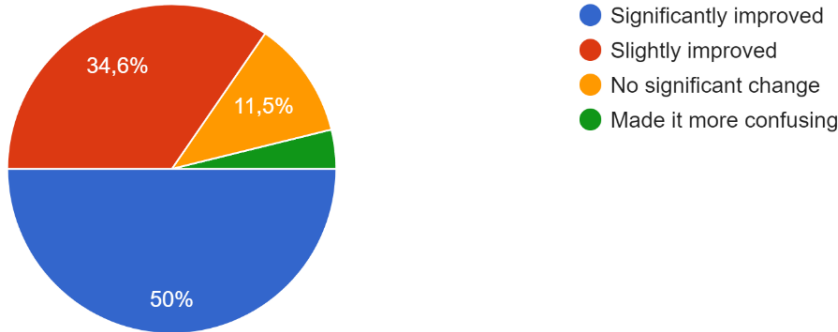
What is your attitude to the use of contractions and abbreviations (e.g., LOL, BRB) in online communication?
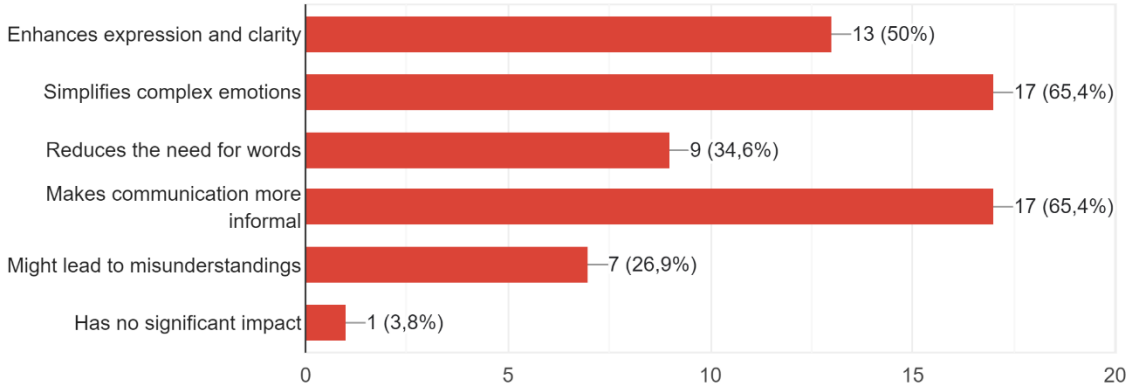
26 відповідей
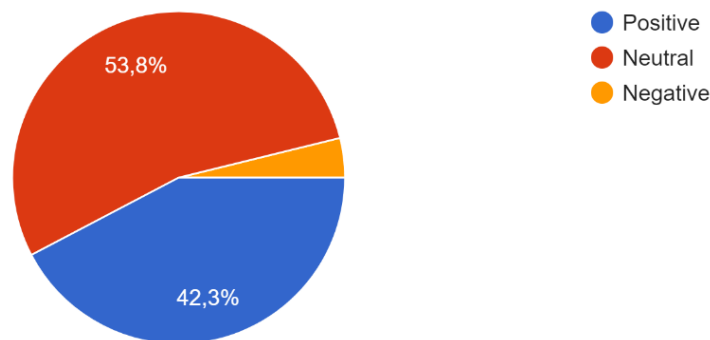
In accordance with the results of this question, most students have neutral attitude to the use of contractions and abbreviations in online communication. Fewer students have positive attitude to the use of contractions and abbreviations. Only 3,9% of students have the negative attitude.

How has the rise of Internet slang and memes affected your understanding of foreign languages?
26 відповідей

- ● Significantly improved
- ● Slightly improved
- ● No significant change
- ● Made it more confusing

34,6%

11,5%

50%

Based on the results of this question, most people have chosen the answer "Significantly improved". Fewer students – "Slightly improved". The fewest students chose the answers "No significant change" and "Made it more confusing".

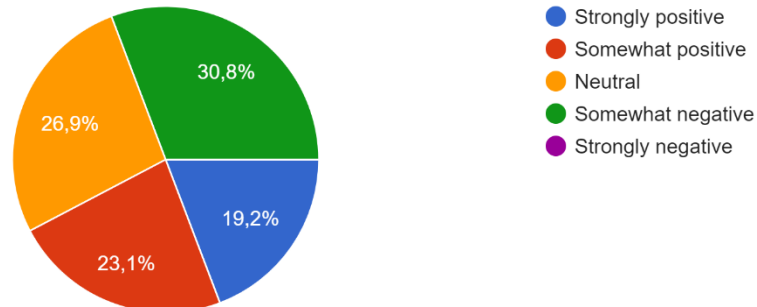How do you think the use of emojis and GIFs impacts written communication?
26 відповідей

Enhances expression and clarity	13 (50%)
Simplifies complex emotions	17 (65,4%)
Reduces the need for words	9 (34,6%)
Makes communication more informal	17 (65,4%)
Might lead to misunderstandings	7 (26,9%)
Has no significant impact	1 (3,8%)

According to this question, most students chose the answers "Simplifies complex emotions" and "Makes lead to misunderstandings". Fewer students chose the answers "Enhances expression and clarity", "Reduces the need for words" and "Might lead to misunderstandings". The fewest students chose the answer "Has no significant impact".

Have you noticed any changes in your own speech or writing habits due to online communication?
26 відповідей

- ● Yes
- ● No

88,5%

11,5%
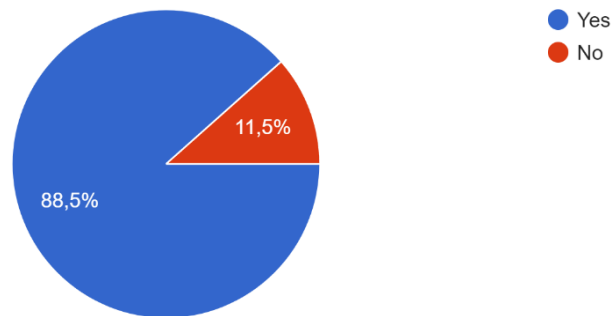
Answering the question "Have you noticed any changes in your own speech or writing habits due to online communication?" students chose the answer "Yes" much more often, than the answer "No".

Do you think the evolution of language on the Internet has a positive or negative impact on traditional language skills (e.g., spelling, grammar)?
26 відповідей

- ● Strongly positive
- ● Somewhat positive
- ● Neutral
- ● Somewhat negative
- ● Strongly negative

30,8%

26,9%

23,1%

19,2%

Based on this question, students chose the answer "Somewhat negative" most often. Fewer students chose the answers "Strongly positive", "Somewhat positive" and "Neutral". No students chose the answer "Strongly negative".

Thus, based on a survey conducted among students of the Kyiv National Linguistic University, it can be concluded that Internet communication has a significant impact on language practices, changing the ways of interaction and language use. Most students notice changes in their language and writing habits

due to the use of online platforms, and also believe that online communication contributes to foreign language learning. At the same time, attitudes toward abbreviations, acronyms, and slang in online communication are mostly neutral, although most respondents acknowledge the positive impact of new forms of expression such as emojis and memes.

3.2. Sociocultural aspects of Internet communication

Internet communication plays a significant role in modern society, changing not only the ways of interaction between people, but also influencing the socio-cultural aspects of their lives. Virtual platforms unite people from different parts of the world, contributing to globalization, but at the same time they create new challenges for traditional social norms and cultural practices (Fisenko, 2010: 190).

One of the key sociocultural aspects of Internet communication is the change in forms of communication. Virtual space makes it possible to quickly and efficiently exchange information, which leads to the transformation of language, the emergence of new language genres, such as microblogging or video blogs, and the creation of new lexical units. At the same time, the widespread use of abbreviations, acronyms, slang and emojis in the digital environment is changing traditional language norms and sparking debates about the preservation of literacy.

The Internet also facilitates the formation of new social identities. Members of online communities often identify themselves through the language they use, forming their own subcultures. For example, the language of gamers, fans of certain music genres, or even members of professional forums can differ significantly from generally accepted language norms, which creates unique social groups with their own cultural codes (Haler, 2006: 38).

In addition, Internet communication promotes multimodal practices where text is combined with images, video, and animation. This requires users to have not only linguistic but also visual and technical skills to effectively create and

understand messages. Virtual reality, augmented reality and other new technologies are changing the traditional perception of communication, adding new dimensions to socio-cultural interactions.

The impact of Internet communication on intercultural interaction should be noted separately. Thanks to the global network, users from different cultures can easily communicate with each other, which facilitates the exchange of cultural and linguistic elements. This leads to the emergence of hybrid language practices, where elements of different languages and cultures are intertwined, creating new forms of expression.

On the other hand, the digital space creates new challenges for cultural identity. Globalization through the Internet can lead to the unification of cultural practices and the erasure of traditional features of individual cultures. At the same time, the digital environment becomes a platform for advocating cultural diversity and protecting language as a key element of identity.

Internet communication also affects social structures, changing traditional forms of authority and power. Thanks to social networks, ordinary users can become influential figures, opinion leaders, able to influence public opinion and even political processes. At the same time, such democratization of the information space can lead to the spread of misinformation and the formation of information bubbles, where users receive only the information that corresponds to their beliefs (Fedorchuk, 2010: 95).

Thus, Internet communication has a profound impact on sociocultural aspects of modern society, changing language, forms of social interaction, and cultural practices. It opens up new opportunities for global communication and self-expression, but at the same time poses new challenges to society that require critical thinking and adaptation to new realities.

Conclusions to Chapter III

Internet communication radically changes language practices, making them faster, more global and more inventive, which is noted at all levels of the language system. At the same time, these positive changes are accompanied by problems, in particular, the threat of a decrease in literacy among young people due to the spread of simplified language forms in the online environment.

The growing number of neologisms in modern English actively expands its vocabulary and shows how the language adapts to new technological and social realities. Such changes not only enrich the language, but also affect social norms, grammatical structures and styles of communication, emphasizing its dynamism in the context of globalization and digital media. Internet communication promotes shortening of English words and sentences, which makes language more concise and economical in the digital environment.

The results of a survey among students of the Kyiv National Linguistic University indicate a significant impact of Internet communication on language practices, changing both the forms of interaction and the use of language. Most respondents note changes in their language and writing skills due to the active use of online platforms, and believe that online communication facilitates learning foreign languages. Attitudes towards the use of abbreviations, acronyms and slang in the digital environment are mostly neutral, but most students are positive about new forms of expression such as emojis and memes.

Online communication significantly influences the sociocultural dimensions of contemporary society, altering language, social interactions, and cultural norms. While it creates new avenues for global dialogue and self-expression, it also introduces challenges that demand thoughtful consideration and adaptation to evolving circumstances.

GENERAL CONCLUSIONS

In the field of linguistics, the concept of "communication" varies among researchers across different disciplines. For the purposes of this study, we define communication as the process through which two or more participants exchange information with the goal of transmitting, receiving, and comprehending a specific message. Internet communication refers to interactions conducted through the global network of the Internet. Additionally, in linguistic contexts, this term may also be described using alternatives such as "electronic communication," "virtual interaction," "computer-mediated communication," "dynamic communication," and "electronic discourse."

Communication via the Internet can be understood in two primary dimensions: 1) the exchange of information among various participants through mediums such as voice, video, text messages, documents, and files; and 2) interactions between individuals. Key characteristics of Internet communication include its remoteness, creole-like nature, inherent heterogeneity, voluntary nature of contact, predominance of written forms, lack of constraints related to time and space, and the establishment of computer ethics and etiquette. Major forms of Internet communication encompass chats, email, forums, blogs, video conferences, online games, instant messaging, dating sites, and social networks.

The theoretical examination of the communicative and pragmatic dimensions of Internet communication reveals that a pragmatic approach views this form of interaction as a multifaceted activity. Research into Internet communication emphasizes factors such as situational behavior, participant status, and language use, which influence the effectiveness of online interactions. The suggested methodology for analyzing genre formats in Internet communication, grounded in cognitive and pragmatic parameters, facilitates a thorough understanding of this intricate and diverse context.

Neologisms are a crucial aspect of modern English, reflecting the swift changes in society, technology, and culture, and adapting the language to new realities and needs. Our analysis reveals that neologisms are prevalent in Internet discourse, highlighting its continuous evolution.

The study analyzed various lexical features of Internet communication, including the use of neologisms, emojis, Internet memes, slang, and jargon. It examined how lexical elements like emojis and memes enhance emotional expression in online interactions, adding emotional depth to textual messages. Our analysis focused on how these components serve functions similar to non-verbal communication methods.

The use of slang and jargon in Internet discourse is crucial for creating a shared context and improving interaction efficiency. These lexical tools help save time and space, express emotions, define group identities, introduce humor, and simplify complex ideas. Their adaptability makes slang and jargon essential elements of modern Internet communication.

The study also explored the grammatical features of Internet communication, including abbreviations, contractions, and various grammatical structures. Internet communication has significantly influenced speech practices, particularly grammatical frameworks, resulting in structures that reflect the speed, informality, and interactivity of online interactions. Our analysis will examine how contractions, abbreviations, and other language optimization methods relate to communicative contexts and goals, as well as how grammatical constructions have evolved with the advancement of Internet communication.

In Internet communication, simplifying speech expression is crucial for effective interaction. Abbreviations, contractions, and other methods of language streamlining are essential, allowing users to convey their thoughts and emotions more concisely and clearly.

In today's context, language goes beyond basic communication, reflecting the cultural, social, and psychological dimensions of society. The use of

grammatical forms is deeply influenced by the communicative context and goals. To communicate effectively in various domains, including online interactions, it's crucial to use appropriate grammatical structures. Online communication, driven by the need for speed and conciseness, leads users to adopt different linguistic tools for expressing gratitude, emotions, and recommendations, highlighting the importance of engaging and informative content in digital exchanges.

In our research, we consistently observed deviations from standard grammatical norms, including incorrect punctuation, lack of capitalization at the beginning of sentences, and misuse of word forms. Key grammatical changes identified include: 1) failure to follow grammatical conventions, 2) starting sentences with lowercase letters, 3) omission of punctuation marks, and 4) incorrect punctuation usage.

Internet communication dramatically transforms language practices by accelerating their pace, expanding their global reach, and fostering creativity at every level of the language system. However, these advancements come with challenges, notably the risk of diminished literacy among young people due to the proliferation of simplified language forms in digital contexts.

The increasing prevalence of neologisms in modern English significantly broadens its vocabulary and demonstrates the language's adaptation to emerging technological and social realities. These changes enrich the language and influence social norms, grammatical structures, and communication styles, highlighting its dynamic nature amidst globalization and digital media. Additionally, Internet communication fosters the abbreviation of English words and sentences, leading to a more concise and efficient use of language in the digital realm.

The survey results from Kyiv National Linguistic University reveal that Internet communication significantly influences language practices, altering interaction forms and language use. Respondents observe changes in their language and writing habits due to frequent online platform use and believe that online communication aids in foreign language learning. While opinions on

abbreviations, acronyms, and slang are generally neutral, students show a favorable attitude towards new expression forms like emojis and memes.

Online communication profoundly impacts the sociocultural aspects of modern society, reshaping language, social interactions, and cultural norms. It fosters new opportunities for global dialogue and self-expression but also presents challenges that require careful reflection and adaptation to emerging conditions.

АНОТАЦІЯ

Ця магістерська робота присвячена лексико-граматичним особливостям Інтернет-комунікації. Мета дослідження полягає у вивченні основних аспектів англомовної Інтернет-комунікації, здійсненні аналізу лексико-граматичних особливостей Інтернет-комунікації та дослідженні її впливу на мову та суспільство. У рамках дослідження було проаналізовано такі Інтернет-джерела, як Youtubeта TikTok, а також здійснено опитування студентів Київського національного університету на тему "The reaction of the linguistic community to the evolution of Internet speech".

На матеріалі Інтернет-джерел Youtube та TikTok, які демонструють еволюцію та водночас швидкий розвиток Інтернет-комунікації, проаналізовано та узагальнено теоретичні питання, пов'язані із вивченням англомовної Інтернет-комунікації, зокрема специфіки взаємодії в Інтернеті та основних форм Інтернет-комунікації. Визначено комунікативні та прагматичні особливості Інтернет-комунікації. Проаналізовано лексичні особливості Інтернет-комунікації, зокрема специфіку використання неологізмів, лексичних засобів експесивізації (емоджі, Інтернет-меми тощо) та професіоналізмів. Досліджено граматичні особливості Інтернет-комунікації: шляхи оптимізації мовленнєвої експресивності, залежність граматичних форм від комунікативних особливостей та мети спілкування, модифікації граматичних конструкцій в Інтернет-комунікації. Ідентифіковано основні засоби впливу Інтернет-комунікації на мовну практику. Визначено реакції лінгвістичної спільноти на розвиток Інтернет-комунікації. Схарактеризовано соціокультурних аспектів Інтернет-комунікації.

Результати дослідження засвідчили ідею про те, що у сфері Інтернет-комунікації лексичні та граматичні відображають її еволюцію. Основні висновки дослідження підкреслюють, що Інтернет-комунікація кардинально

змінює мовну практику, прискорюючи її розвиток та розширюючи її на кожному рівні мовної системи.

Ключові слова: інтернет-комунікація, лексичні засоби експресивізації, мовна практика, неологізми, професіоналізми, соціокультурні аспекти.

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