



# LANGUAGE FEATURES OF INTERNET LINGUISTICS IN MODERN CONDITIONS

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Article history:	Abstract:
<b>Received:</b> 28 <sup>th</sup> November 2023	The article examines and analyzes the development of Internet linguistics, as well as the influence of media convergence on the linguistic features of the Internet environment in modern conditions. Particular attention is paid to the formation and approval of Internet linguistics as a new direction in linguistics, the research methods it uses, the terminological apparatus, Internet discourse, and the peculiarities of Internet communication.
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## INTRODUCTION

Internet linguistics is in its infancy. This direction is developing rapidly. Today, there are many areas in the field of Internet linguistics research: Internet syntax, Internet semantics, Internet morphology, analysis of Internet discourse, methods of transmission (phonological, graphological, multimedia), psycholinguistic, sociolinguistic directions in Internet research and projection and by analogy with traditional linguistics.

Today it is generally accepted that the Internet is a complex socio-technical system that does not have clear boundaries. Information in this system can be transmitted in different ways: this is a considerable amount of web data, multimedia, three-dimensional images, infographics, etc. This system can be described as a fickle and rapidly changing environment that functions continuously. It should also be noted that the Internet is developing rapidly. However, an attempt to describe and evaluate the influence of the Internet on specific languages and at the same time on the theory of communication, as well as on linguistics in the XXI century is not such an easy task, and this issue will have to be addressed by the next generation of scientists [4].

## RESULTS AND DISCUSSION

Features of linguistics on the Internet: Internet linguistics belongs to integrative areas and uses terminologies and research methods of related sciences, and develops its own tools on their basis. Internet linguistics, like the vast majority of modern linguistic areas, is based on the experience of linguistics and the humanities. Considering the development of linguistics on the Internet, you can apply general scientific universal methods:

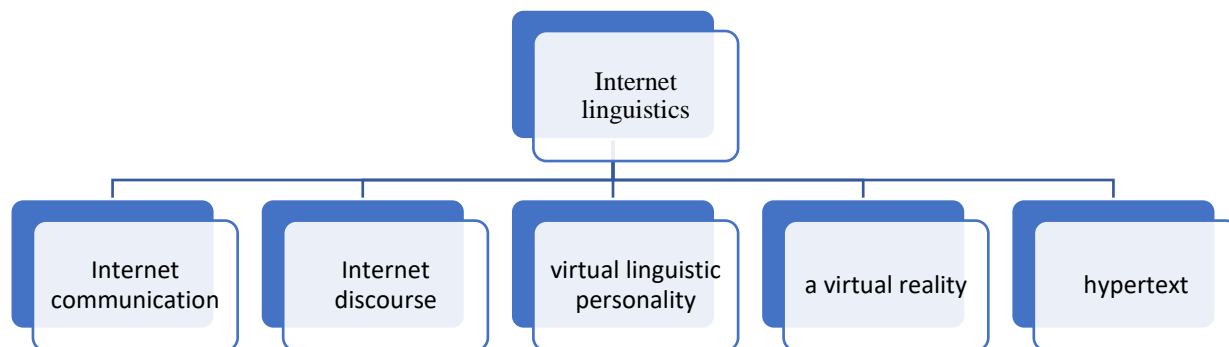
- methods of included (as a direct participant in events in virtual reality) and not included (as an outside observer) observation;
- methods of synthesis and analysis;
- method of description (for example, description of cognitive concepts characteristic of Internet reality);
- functional method (discourse analysis, analysis of Internet genres);
- experimental methods (associative experiment, receptive experiment, intention analysis, which are present in the studies of L.F. Kompantseva [1].

Among the areas of research in Internet linguistics, the following can be distinguished [2]:

- research into the main constitutive features and features of the functioning of language on the Internet at all levels from phonetics to discourse;
  - sociolinguistic and pragmatic studies of the language of the Internet, for example, the study of gender characteristics in the flow of communications on the Internet;
  - a discursive direction, the subject of study of which is new speech practices emerging in a given communicative space;
  - virtual genre studies, the research object of which is the peculiarities of the formation and functioning of genres on the Global Network. This area is of particular interest for Internet linguistics, since the genre basis is by far the most common when describing Internet communication, when individual Internet genres are most often considered.
- The terminology of Internet linguistics is an established system of terms related to different branches of linguistics:
- functional (semantic field, semantic sign, word-formation model, affixation, composition);
  - communicative-pragmatic (speech behavior, speech event, etc.);

- cognitive (discourse analysis, concept, categorization);
- linguoanthropocentric (anthropocentric model, gender counterparty, etc.).

In Internet linguistics, these terms received a multi-paradigm status and became the cognitive basis for the rapid development of Internet linguistics' own conceptual apparatus.



The system of Internet linguistics terms also consists of copyright terms created by specific scientists. In this regard, an example can be given to the linguistic design of a web page, which has taken a strong place in Internet linguistics. Nowadays, information technologies are increasingly increasing their influence in the modern world, and this is a prerequisite for the Internet to become the main source of receiving and exchanging information. The most popular way to inform friends and acquaintances about important events in the user's personal life, as well as what is happening in society and in the world, is blogs. Blog (English blog, from web log - online event log, online diary) is a website containing regularly added entries that contain text, images or multimedia objects. A characteristic feature of blogs is short entries of temporary significance, sorted in reverse chronological order (last entry on top). From the point of view of language features, blogs are characterized by: conversational style; use of reduced and taboo vocabulary; the use of interjections, exclamations and particles in order to create the effect of emotional coloring of the text; a large number of English words; elliptical constructions, lack of punctuation; various options for abbreviations to optimize writing (elliptical constructions, assimilation, acronyms) [5].

In order to analyze blogs as a new type of text, it is necessary to take into account not only traditional criteria. They must be supplemented with such criteria as hypertext and the combination of characteristics of oral and written speech. In addition, spelling and syntax deserve special attention, since these characteristics can reveal the multifaceted nature of blogs and delineate a clear boundary between them and similar types of text, such as a diary or personal page.

Taking into account the above criteria for analysis, the following conclusions can be drawn:

- blogs have created their own specific language code, characterized by tolerance for various types of errors, simplified syntactic structures and the use of different alphabets in writing;
- blogs are characterized by an overlap of characteristics of oral and written language. Finding itself in a new environment on the Internet, the traditional written genre of the diary takes on some of the characteristics of spoken language;
- a blog is hypertext. Hypertext is multifaceted, but linear and cannot actually be printed. Its appearance and existence are possible only on the Internet. However, it must be remembered that not all Internet texts contain hypertext characteristics [3].

Internet discourse incorporates all known discourses (everyday, scientific, professional, political, legal, etc.), has a complex structure, and has a special mechanism of iconic symbolism. This is an open space where everyone can express their opinion, get a response to it and find like-minded people.

Internet discourse is characterized by an unlimited number of participants, self-emerging topics of discussion and options for argumentation. Networked discursive space has a potential character insofar as it manifests virtualized claims to significance and approval. In this way, it is able to build a platform for public legitimation.

Internet linguistics is a new direction in linguistics: The Internet, which is a high-tech and highly dynamic space, is in a state of constant movement and evolution. Taking into account these features, completely new forms of Internet communication appear, and old ones are subject to change in one way or another.

The following reasons can be identified that allow us to consider electronic communication to be a functional variety of language today:

- the scope of use of this sublanguage is clearly delimited from other spheres of communication, since it is implemented using technical electronic means and is always mediated by them;
- this sublanguage is used to implement specific communicative goals (the actual goal is communication for the sake of communication, etc.);
- under the influence of this sublanguage, a new system of multimedia genres and genre formats emerged, and this, in turn, led to the development of a new direction in the theory of conventional genres of virtual genre studies;
- the linguistic means of a given functional variety of language have a certain set of easily distinguishable and formalized lexical and grammatical characteristics that form a single pragmatic complex [5].

It should be emphasized that changes are taking place in the language of the Internet in a variety of aspects: at the level of vocabulary, rules for constructing statements and coherent text, genre and stylistic norms, the relationship

between norms of oral and written speech, communicative strategies and tactics. The most frequent changes are the following:

- mixing speech strategies in all communicative Internet formats (blog, forum, chat, personal page, etc.);
- active use of computer slang, elements of which can also be found in common vocabulary;
- the revival of the epistolary genre;
- the spread of gaming communication conditions leads to the frequent use of language games;
- a high degree of dynamism, interactivity, inter- and hyper textuality is characteristic of all formats of Internet communication.

If we talk about Russian Internet linguistics, it should be noted that the linguistic school and the existing methodology for studying computer-mediated communication are currently at the stage of formation. However, some researchers express the opinion that "... Internet linguistics has finally taken shape into a new area of linguistic knowledge, as evidenced by a number of factors":

- typological features of all levels of Internet communication have been identified (functional-systemic; discursive; conceptual, sociolinguistic and linguo-gender logical);
- the emerging paradigm of Internet linguistics is present in its terminological system. This is evidenced by the emergence of a conceptual apparatus characteristic exclusively of Internet communication (Internet communication, virtual linguistic personality, virtual discourse, hypertext).

The influence of media convergence on the linguistic characteristics of the Internet environment cannot be denied; this is an objective process that requires a comprehensive analysis.

Today, there is a new form of language interaction on the Internet, namely written spoken language, which is affected by the online lifestyle and thinking of users, and this, in turn, affects the language situation and the speech behavior of the entire society. Internet speech is characterized by spontaneity, conversationalist, etc.

You can often hear the opinion that communication on the Internet has caused a decline in the literacy level of modern youth. In fact, the Internet has shown real language literacy to a mass audience, manifested in spontaneous speech.

If we analyze the texts of Internet users, we can highlight the following features:

- abbreviation of words. It is inconvenient to use long words on the Internet, since the speed of typing messages is of paramount importance. It is for this reason that people began to introduce abbreviations while maintaining the meaning. The above can be confirmed by the example of the chain of transformation of the word "today" ^ "tday" ^ "TD". Even the word Internet is abbreviated by users: "Inter";
- use of borrowed words. The frequent use of borrowings from the English language can be explained by the fact that it underlies the international computer language. However, in Internet communication at the present stage, words that come from the Japanese language are often found. This is due to the influence of Japanese animated films, which are very popular today. Here are some commonly used examples: "kawaii" (Japanese words often used in internet linguistics) - translated as "cute"; "dry" - corresponds in meaning to the words "cool", "super"; "arigato" means "thank you";
- use of neologisms. The "invention" of new words in a language is always happening. Here we are dealing with copyrighted neologisms, which are the identifying mark of a particular person. In fact, a considerable part of Internet language consists of neologisms [4].

Today we can distinguish seven main sections of media linguistics. Their content is structured around the following leading topics:

- determination of the internal linguistic status of the media language, its description in terms of the paradigm of language-speech, text-discourse;
- possibilities of functional and stylistic differentiation of media discourse, classification of texts according to the degree of implementation of the basic functions of the language in them and the distribution channel (press, radio, television, Internet);
- typology of media speech, the range of genre-species classification of mass media texts, identification of the main types of texts - news, information analytics and commentary, journalism (features), advertising;
- linguistic and stylistic features of the main types of media texts;
- extralinguistic components of media discourse, such as the production, distribution and perception of media texts, sociocultural and ideological context, interpretative properties of media speech, features of the implementation of metamessages, culture-specific features;
- linguo-media technologies of influence on individual and mass consciousness (linguistic component of propaganda techniques, manipulation, techniques of information policy and information management, public relations);
- comparative study of linguistic and media practices in different countries.

## CONCLUSION

The concept of the Internet environment is based on various approaches that make it possible to interpret the influence of media convergence on the linguistic features of the virtual space.

Over time, new forms of linguistic interaction appear, and fundamentally new problems related to textual criticism and linguistic literacy are identified. Abbreviations, borrowed words and neologisms force us to develop new approaches to the study of the peculiarities of Internet linguistics. All this indicates the interdependence and close connection of the key elements of the media environment, which have identified media linguistics as a separate direction.

Media convergence and linguistic characteristics of the Internet space in modern conditions are interrelated categories that influence the linguistics of the virtual environment and the principles of its formation and development. It can truly be considered as a fundamentally new direction, and the role of media convergence in this process is enormous. Interdependence and confusion are reflected in all areas of Internet linguistics.

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