

LINGUISTIC FEATURES OF THE ENGLISH DISCOURSE OF SOCIAL NETWORKS

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Annotation

This article is devoted to the consideration of the discourse of social networks and analysis of its graphic, punctuation and lexical features. The study is based on the English messages posted on social sites.

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Currently, the language of communication on the Internet is attracting more and more attention of linguists, since this type of communication has become an integral part of the life of modern society. In particular, in the English-speaking Internet space, communication today is carried out primarily in social networks, the most popular of which are Twitter, Facebook and Instagram. These electronic resources are platforms for communication of various social groups that differ in gender, age, occupation, level of education, etc.

In this regard, the purpose of this article is to consider the discourse of social networks as a type of Internet discourse and to determine its linguistic features.

As you know, Internet discourse is closely related to everyday speech and reflects new language trends at the grammatical and lexical levels, in particular, the fusion of features of different functional styles. Thus, communication on the Internet is characterized by emotionality, simultaneity, and the inclusion of the addresser in the process of perception of information by the addressee [2, p. 87].

According to some linguistics, the study of Internet discourse began only at the beginning of the 21st century, so this type of discourse is not sufficiently studied and there has not yet been a consensus on its main parameters and features. We believe that a separate important component can be distinguished in the structure of the Internet discourse - the discourse of social networks.

Social networks should be understood as a certain platform on the network.

Internet, which allows registered users to post personal information and communicate with other users.

Nowadays, many people establish social connections precisely thanks to such Internet sites. Thus, the discourse of social networks can be interpreted as communication in the Internet environment through electronic signs and signals.

The basis of the discourse of social networks is virtual communication. As you know, communication is divided into actual and virtual varieties.

Actual communication is interaction with real people (by phone, in person, etc.), while virtual communication, on the contrary, is interaction with unknown persons or groups, that is, imaginary participants in communication. In this regard, the main feature of the discourse of social networks can be designated as a change in the status of an imaginary interlocutor to the status of a real one in the process of virtual communication.

The discourse of social networks cannot be included in the scope of one functional style, since it combines the linguistic means of several styles. The use of non-verbal means of communication and emotionally colored vocabulary makes virtual communication more interesting and relaxed. Over the past few years, there has been a tendency to use in messages and publications not only letters, but also photo, video or audio fragments. Consequently, the characteristic features of the discourse of social networks are quite versatile and determine its unique position in the system of discourses.

Discourse in social networks - statements and texts that are used in situations of real communication; also, social networks as an information means of communication allows you to combine written and oral types of communication; in addition, all texts in social networks are connected by various links and mutual transitions, which ultimately leads to the formation of an intertwined system of communicative interaction. Some linguists characterize the discourse of social networks as a new, hybrid form of speech that combines the features of a written and oral version, that is, oral-written. Communication on the Internet, being written in form, is approaching the oral variety of the language due to the ever-growing degree of synchronicity, colloquialism and emotionality. From time to time, linguists declare negative features of the linguistic space of social networks.

There are "activation of marginal subcultures on the Internet" with their inherent language specifics; change in social network users' ideas about language norms and culture of speech; rudeness, bad manners, orientation to sensuality and emotionality that speak negative impact on the user's personality, his moral and spiritual and moral state [3, p. 52].

Social networks are not just a space for the implementation of the language, but a separate system that owns its own language, which allows us to speak about the existence of the language of the Internet, functioning on the principle of language economy [1, p. 57]. This principle implies a reduction in the amount of user effort and time, without harm to its content, helps to save verbal means when conveying meaning and meets the requirement of "maximum information in a short time."

Under the language economy is understood a rational way of expression that is relevant for each language level. This principle assumes that graphic means in communication will be indispensable, since it is with their help that it is possible to briefly convey information and give the necessary emotional tone to the message. In written speech, communicants will not be able to use facial expressions, gestures, intonation and at the same time regulate speech itself.

Eventually, to replace the lack of these means in communication in social networks, a special system of spelling and punctuation is used, which is aimed at facilitating the process of communication. Punctuation marks are quite often used in this type of communication to convey different types of emotions [2, p. 128].

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