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LINGUISTIC FEATURES OF INTERNET COMMUNICATION

Today, in the era of global communication Internet linguistics becomes very popular. It accumulates a huge variety of linguistic practices, means and formats of communication. The emergence of the Internet in the late 60's as a communication environment data, and later as a means of mass communication in the XXI century, was the cause of not only the global information environment, but also special virtual worlds, online communities, network culture and language network, which is characteristic for a new segment of social reality.

Creativity of linguistic virtual personality is constantly growing in the space of communication network. This increase occurs on all language levels and performs Networking Language as a unique research object for linguistic study. Universal Networking Language (UNL) is a declarative formal language specifically designed to represent semantic data extracted from natural language texts. It can be used as a pivot language in interlingual machine translation systems or as a knowledge representation language in information retrieval applications [4].

The purpose of the work is an attempt to review the major areas of Internet linguistics.

The relevance of this topic has been confirmed by the attention of various scholars and linguists to the linguistic aspects of communication on the Internet (N. Baron, D. Crystal, M. Dery, S. Herring, D. Stein and others).

Language of Internet communication is an intermediate fact of written and oral communication. It affects the purity of the language and culture of speech, which can lead ultimately to the degradation of the Linguistic Society. Generally speaking, when we talk about "language and Internet", we are referring to language issues that arise in constructing natural language to be carried across the Internet (e.g., email, chat, the content portion of Web pages).

One of the important forces that can help to shape both written and spoken language (and the relationship between them) is the emergence of new technological means for producing, recording, or transmitting language. The advent of the Internet has revolutionized communication in many ways; it changed the way people communicate and created new platforms with far-reaching social impact. Significant avenues include but are not limited to SMS Text Messaging, e-mails, chatgroups, virtual worlds and the Web [4]. Internet language offers a number of advantages for research, including an abundance of naturally-occurring (i.e., non-experimental) data that, unlike speech, does not require transcription and that can be readily analyzed using computational means (--> Logfile Analysis) [3].

A digitally literate person uses technology to improve his / her ability to gather, organise, analyse and judge the relevance and purpose of digital information. The student: 1) understands and interprets data, and reports results; 2) judges the validity of content found on the Internet, how to find appropriate material, and what sources can be trusted; 3) compares, contrasts, and synthesizes information from diverse sources (triangulates information) before it is used in a knowledge-making process; 4) integrates, compares and puts together different types of

information related to multimodal content; 5) structures, classifies, and organizes digital information / content according to a certain classification schemes or genres [2].

With the growing popularity of digital technologies and computer-mediated communication (CMC) various types of interactive communication technology are being increasingly integrated into foreign / second language learning environments. Nevertheless, due to its nature online communication is susceptible to misunderstandings and miscommunications, which necessitates online learners' awareness of existing netiquette (i.e. network etiquette) rules.

Computer-mediated communication is characterized by a large number of diverse linguistic practices, the disappearance of some genres and the emergence of new and different features of language that functions in an electronic environment, constant changes that occur with the language of the Internet. But the study of space communication network is very important because the Internet is a reflection of virtual linguistic identity that may affect the cultural development of future generations.

The rise and rapid spread of Internet use has brought about new linguistic features specific only to the Internet platform. These include an increase in the use of informal written language, inconsistency in written styles and stylistics and the use of new abbreviations in Internet chats and SMS text messaging, where constraints of technology on word count contributed to the rise of new abbreviations [5]. Such acronyms exist primarily for practical reasons – to reduce the time and effort required to communicate through these mediums apart from technological limitations. Examples of common acronyms include *lol* (for laughing out loud; a general expression of laughter), *omg* (oh my god) and *gtg* (got to go).

Also there are unconventional abbreviations which refer to the abbreviations that are not agreed or generally accepted in Standard English. For example, I just *wanna 10Q* (I just want to thank you), Do you *wanna meet @TEOTD?* (Do you want to meet at the end of the day?), I have a *?4U* (I have a question for you), *me and u 4EVER* (Me and you forever), I'm back *2MORO* (I'm back tomorrow).

As regards the use of unconventional abbreviations, these are used for the same reason as conventional ones. Yet, unconventional abbreviations also have another function. Unlike most conventional abbreviations, unconventional abbreviations are fairly innovative. Consequently, showing that one is able to use and think up innovative abbreviations helps to establish his or her social and linguistic identity and thus status on the chat.

Variant terms for Internet language include computer-mediated language, computer-mediated discourse, online discourse, and electronic discourse (-->Technologically-Mediated Discourse). All of these are intended to distinguish language and discourse-related phenomena as a focus of interest from the broader phenomenon of computer-mediated communication, of which they form a part [3].

The revolution in the electronic communication may give rise to new modes of communication. Electronic discourse is a new variety of language that leads to significant variations in written structure of language. Electronic discourse creates a kind of semi-speech that is between speaking and writing and it has its own features and graphology [5]. The researchers identify 9 e-discourses' features namely shortening, clippings and contractions, unconventional spellings, word-letter replacement, word-digits replacement, word combination, initialisms and emoticons.

Word-letter replacement refers to the process of replacing word by single letter. Word-digit replacement is one of the salient features of e-discourse in which digit used to substitute a word, syllable or phoneme. The internet users use digits to substitute a word, syllable or phoneme, which has the identical pronunciation. For example: 4-For; 2-Two, too, to; 1-One; 8-Ate. Word combination in students' e-discourse considers one of the most significant characteristics of e-discourse. Word combination also refers to phonological approximation in which the word pronounces as informal speech.

Table 1. Initialisms in Students' E-Discourse, [5]

<i>Feature of E-Discourse</i>	<i>E-Discourse Form</i>	<i>Standard Form</i>
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Word combination	Wanna	Want to
	Gonna	Going to
	Lemme	Let me
	Dunno	Do not know
	Gotta	Got to

Internet communication contains so-called hybrid language that is a mixture of languages, where the national language closely interacts with English. For example, *ip*, *aypishnik* is an IP-address; *ban*, *huhlyty* is to search the Internet (the name comes from Google); *kryaknuty*, *kreknut* is to break the program (from the English "crack" that is to break), *chatting* / *to chat* that means to talk. Some slang units are common and exist already as a norm of network communication, for example *thanks* (thank you), *bb* (bye-bye), *hf* (have fun).

The Internet language arisen through user interactions in text-based chatrooms and computer-simulated worlds has led to the development of slangs within digital communities. Examples of these include *pwn* and *noob*. Emoticons are further examples of how users have adapted different expressions to suit the limitations of cyberspace communication, one of which is the "loss of emotivity" [4].

On the Internet there is an explosion of people's linguistic creativity that captures all language levels but particularly clearly it is visible in the network vocabulary and computer special slang, in the frequent use of language game techniques, etc [1]. Internet slang is a new fact that should be subjected to detailed study as Internet communication indicates the origin of a generation having different mentality and culture. Often the spelling rules of language are exposed to intentional distortion by the principle "as I hear, I write": *kriatiffy* (from English "creative"), *afftar* (from English "avatar"). This "style padonkaf" has extended on the Internet spontaneously and has won popularity at the youth wishing to be allocated [1].

The Internet provides a platform where users can experience multilingualism. Although English is still the dominant language used on the Internet, other languages are gradually increasing in their number of users. The Global Internet usage page provides some information on the number of users of the Internet by language, nationality and geography. This multilingual environment continues to increase in diversity as more language communities become connected to the Internet. The Internet is thus a platform where minority and endangered languages can seek to revive their language use and / or create awareness. This can be seen in two instances where it provides these languages opportunities for progress in two important regards – language documentation and language revitalization [5].

Thus, the Internet creates a special communicative environment, special place where the language is realized in such a way that has no analogues in the past. Virtual reality of the Internet acquires the features of new world and lifestyle that prompts the growth of new media. Future language research will almost certainly devote increased attention to spoken and visually-enhanced modes of networked and mobile communication.

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