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LINGUISTIC RESEARCH OF THE INTERNET LANGUAGE

Summary. *Internet language is a new type of linguistic discourse developed together with a global system of Internet communication, which is the most popular and widely available network since individuals of any age, education, religion, political views, country of residence can participate in the speech interaction.*

The goal of modern linguistics is to study Internet discourse as a dynamic social phenomenon and to systematize the received results. The number of interdisciplinary publications devoted to the Internet language has increased and the main spheres of their interests are specified in the paper.

The properties of Internet discourse have been described and the main written and oral text characteristics of the digital texts were specified. For identical printed text placed in the net characteristics change due to the different hypertext links. They become a part of other messages, which is identified by search engines via some keywords, terminology, so the text can become part of another text or be complemented with audio-/visual information, etc.

In this paper, the key determinants and specific classification of the Internet text individualized linguistic parameters are regarded as a vital characteristic for a personal language portrait of an individual Internet user identification. The paper draws attention to the fact that different aspects of written and oral message style analysis and text organization reflect personal characteristics. The specifications of chat and social networks language reflexivity and emotional responses conveying traditional meanings are distinctive features of Internet communication.

The Internet language is a complex combination of different discourses and the development of an Internet texts analysis is the most important task of modern linguistics, which greatly contributes to the the development of the practical method of Internet discourse analysis.

Key words: *digital discourse, Internet communication, Internet discourse, Internet language, Internet text, linguistics.*

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ЛІНГВІСТИЧНІ ДОСЛІДЖЕННЯ МОВИ ІНТЕРНЕТУ

Анотація. Мова інтернету є новим різновидом лінгвістичного дискурсу, який виник разом із глобальною системою інтернет-комунікації, найпопулярнішої та найдоступнішої мережі, позаяк у спілкуванні беруть участь люди будь-якого віку, освіти, релігії, політичних поглядів, країни проживання тощо.

Метою сучасної лінгвістики є вивчення інтернет-дискурсу як динамічного соціального явища, а також систематизація отриманих у процесі цього вивчення результатів. До того ж зросла кількість міждисциплінарних досліджень, присвячених мові інтернету.

У статті окреслено властивості інтернет-дискурсу та основні ознаки письмових і усних цифрових текстів. Характеристики розміщеного в мережі друкованого тексту можна змінити за рахунок різних гіпертекстових посилань. Його можна включити в інше повідомлення, ідентифіковане пошуковими системами за певними ключовими словами й термінологією. Отже, текст може стати частиною іншого тексту або бути доповненим аудіовізуальною інформацією.

Ключові детермінанти та специфічну класифікацію індивідуалізованих лінгвістичних параметрів інтернет-тексту визнають життєво важливою характеристикою мовного портрета особистості й можуть бути використані для ідентифікації користувача інтернету. У статті звернено увагу на те, що різні аспекти аналізу стилю письмового та усного повідомлення, організації тексту відображають особистісні якості людини. Характеристики мовної рефлексивності чатів та соціальних мереж, їхні емоційні реакції, що передають традиційні значення, є визначальними рисами інтернет-комунікації.

Мова інтернету – це складне поєднання різних дискурсів, а розроблення схеми аналізу інтернет-текстів є найважливішим завданням сучасної лінгвістики. Розвиток практичних методів аналізу інтернет-дискурсу значною мірою сприяє успішній ідентифікації індивідуального користувача.

Ключові слова: *інтернет-комунікація, інтернет-дискурс, мова інтернету, інтернет-текст, лінгвістика, цифровий дискурс.*

Statement of the problem. The Internet environment is a set of technical, functional, informational, social, and economic components that ensure the existence, functioning, and activities of an individual or group of users that make the Internet audience.

The development of the Internet as a global system for realizing personal and social needs including communicative ones has led to the emergence of linguistic researches devoted to the study of speech interaction in the Internet resources (N. Baron, D. Crystal D; S. Herring; A. Jucker, M. Locher and others).

An important area of modern linguistics is the study the discourse variability as a consistent of any language and its visualization of the world. The Internet is the most popular and widely available medium of discourse since any individual can be involved in speech interaction, regardless of age, education, religion, political views, country of residence, etc.

Internet communication is posting text, audio, and video data in the digital space via emails, blog posts, forums, web pages, social networks, and various instant messaging platforms. It is a dynamic social phenomenon that requires a comprehensive study, as well as a generalization of the already available results of previous research of different works in this sphere. We need to systematize the knowledge of modern texts according to their study in theoretical and applied linguistics.

Analysis of recent research and publications. The functioning of the language on the Internet has always been of considerable interest to researchers. In recent years, several works have appeared about the features of the Internet language, new speech genres developed in the Internet, and computer-mediated communication (N. Baron, D. Crystal, S. Herring, A. Jucker, M. Locher, and others). Scientists study linguistic aspects of Internet communication and have entered the concepts of virtual linguistic personality, virtual community, virtual communication, and virtual language environment.

D. Crystal suggested applying the characterisation and methodology of the linguistic discipline to Internet linguistic phenomena

(Crystal, 2011, p.ix). Crystal's ideas of a complexly inter-related set of media resources and forms of linguistic discourse were supported by S. Herring's "faceted classification scheme for computer-mediated discourse" (Herring, 2007). A. Jucker and C. Dürscheid proposed adequate terminology to describe the new realities of online communication for different Internet texts (e.g., weblog, tweets, updates on social network sites, comments, etc.) (Jucker, Dürscheid, 2012).

However, these studies do not give an objective presentation of the real Web text functioning. This is primarily due to the fact that a more or less detailed analysis of the Internet discourse has not been carried out yet, and the Internet language functions are mainly analyzed depending on the communicative tasks and the ways a particular text is created.

Purpose of the article. The purpose of this article is to analyze the Internet language specifics, define the digital internet discourse characteristics and systematize the Internet discourse as an integral element of a Text – Intertext – Quasi-text transformation process.

Presenting main material. With the development of technologies, an increase in Internet speed and quality, the mobile Internet permits to use of all the advantages of the Web almost anywhere in the world, so the number of users is constantly growing. Communication via the Internet provides practically unlimited opportunities for a wide variety of information exchange (text, photo, video, etc.), creating profiles with the amount of personal information, which a user considers necessary to share with the participants of network communication. (Herring, 2015).

Nowadays, there is a significant increase of publications devoted to the Internet language, which study a range of areas. It should be emphasized that such a classification of the Internet language study is conventional to some extent as many authors are not limited to only one aspect. The main spheres of interest for modern linguistics are the following:

- the analysis of the Internet language changes compliance with the norms of the standard language;

- a discourse of chats, blogs, forums development, and functioning;

- Internet hypertext systems and methods implementation analysis;

- web pages organization as a special type of text;

- the mass media functioning on the Internet;

- sociolinguistic and psychological characteristics of Internet users;

- the language and style of network fiction;

- computer terminology development and professional computer jargon.

In the earlier interdisciplinary studies of Internet communication (Danet, Herring, 2007), among the established features of the Internet discourse were the mediated communication, the spatial distance between the communicants, variability of speech (written or oral), as well as the possibility of synchronous and asynchronous interaction.

The interdisciplinary approach to the Internet communication studies revealed such the characteristics of social discourse as inconvertibility; contextuality; dynamism; hierarchy deficiency (pseudo-democracy); a combination of monochronic and polychronic modes due to the high rate of data dissemination; an interpersonal space increase; unlimited content; accidental stipulation; conscious manipulation; emotional intenseness, etc. (Herring, 2019, p. 26-29).

The properties of Internet discourse determine the generated texts specifics, which form deviates both from standard written context (e.g., the rare use of capital letters) and from standard oral context (e.g., creolized communication applying not only letters and numbers, but also pictures, as audio and video files for written and oral speech). Even an identical printed text placed on the Internet acquires special characteristics obtained in the system of hypertext links, thereby becoming part of some other message identified by search systems through some keywords, terminology, the text can become part of another text, connect with audiovisual information, etc.

In this regard, the knowledge acquisition of the linguistic text parameters needs to be supplemented with information about the significant features of digital texts and their key determinants identification, which makes it possible to describe a personal language portrait of an individual Internet user.

Traditionally, the level of a written text studying is carried out for identification and textual, stylistic, syntactic, lexical-phraseological, semantic, graphic, grammatical, spelling, and/or

punctuation diagnostics (Kortmann, 2020). The more specific classification of individualized linguistic parameters of a written Internet text could be divided into general (topographic, semantic, stylistic, grammatical, syntactic, spelling and punctuation) and specific (graphical, writing ability, intonation, pauses, articulation, and emotional attitude, etc.)

The Internet discourse study usually includes the analysis of the message volume, text compression, text graphical arrangement, publishing properties (e.g., the availability of headings, method of paragraphs highlighting, one message publication, etc.). The general vocabulary usage, principles, and methods of lexemes combinations are significant. The specific features of the Internet texts are attributed to their initially oral form, so, the users can apply a variety of lexical and semantic means (e.g., puns, neologisms, obscene vocabulary, abbreviations, etc.). Abbreviations in the written text in e-mail often represent not individual words and phrases, but also sentences, e.g., IMHO (In My Humble Opinion), LOL (Laughing Out Loud), ROFL (Rolling On Floor Laughing), etc.

Grammatical features are traditionally considered from the point of view of the author's knowledge of the language norms and written skills. Syntactic analysis is focused on general and detailed descriptions of sentence structures. Although Internet texts are less structured, analyzing the words and phrases connections, experts pay attention to syntactic structures typical for a particular user's speech. Internet correspondence usually makes use of incomplete structures, segmentation, parceling, components repetition, etc.

Analyzing the individual written style of the message and text organization, we should pay attention to a hyphen application, spelling, lowercase or uppercase letter use (including names), punctuation marks, the use of space, italics, fonts, etc. (Jucker, Dürscheid, 2012).

The style of writing reflects the personal characteristics in digital messaging, e.g., a semantic convergence in the word spelling or, on the contrary, traditional style use. Paraverbal means in digital communication (intonation, pause, articulation) could be substituted by alternative signs (ellipsis or multiple dots could represent the pause length; writing in capital letters and/or the same sign repetitions indicate a signi-

ficant information accentuation or a voice raise). In Internet chats, the rules for capital letter use (at the beginning of a text or a sentence, in particular) are not followed, which may be either for saving time and effort or a means of highlighting information important for the writer. The capitalization can also indicate that the speaker is 'shouting' (Jucker, Dürscheid, 2012).

The language of communication in chats and social networks is full of emotive elements, which creates an expressive background in communication. Special attention should be paid to the signs reflecting the emotional attitude of the message. One of the features of virtual communication is the absence of traditional means of connotative meanings conveying: the tone of voice, statement accentuation, the use of gestures, facial expressions, etc. in communication (Herring, 2013). Communicants develop special graphic techniques for the transmission of paralinguistic information in written language: capital letters, underlining, bold, italic, multiple repetitions of the same punctuation marks, graphemes, etc.

Hence, the following ways of expressing emotional meanings are used in Internet communication: emoticons, represented by a combination of traditional graphic signs, or a set of symbols/pictures/stickers from a ready-made list (emoji) when combinations of smileys replace phrases or sentences); GIF animations, audio, and/or video fragments (specific for correspondence in messengers). Today, this method of emotional transition is the most difficult to analyze and to determine any emotional state of the addressee and/or his emotional attitude to the messages.

The text as a product of a particular person's activity is a complex structural construction. A handwritten or typed text differs from a digital text in instant messaging systems, messengers, and social networks. The range of traditional objects of text research in linguistics expanded significantly as a new specific type of personal actualization on the Internet appeared including individual personal linguistic parameters for Internet communication. However, the transition to digital writing significantly influenced the process of message transmission and final digital text formation (Herring, 2015).

In linguistics, a text analysis traditionally included the gradation of linguistic features and such categories of a text as temporality,

emotionality, and intertextuality. Each of these categories permits to reveal a number of the text individual characteristics: time categories (past, present, future); emotional attitude of the text author to the discussed problem (negative, positive, neutral), etc.

The concept of intertext plays an important role in the process of personal characteristics identification. The intertextual analysis makes it possible to establish references to other texts, the primary source relations, etc. The intertext of any kind is determined by quotation marks (quotation), free retelling with the source indication, or without reference (plagiarism).

In the digital media studies, linguists are currently faced with the so-called fake texts, which are the product of numerous revisions of the initial version of the text from the original one or the same text repeatedly transmitted with the changes made without detailed preliminary acquaintance with this text, etc. A final version of digital text in this chain of transformations is called quasi-text (from Latin quasi-approximate). Based on the analysis of all semantic components, the final version of a digital text transformation is defined as Text – Intertext – Quasi-text. Algorithms for the original (authentic) linguistic material analysis introduced new elements into the final product called a digital text. A digital text analysis includes the speed of data spreading and a viral effect of the content propagation (Herring, 2013).

The unique features of Internet discourse create serious difficulties for profiling experts in digital texts, intertexts, and quasi-texts analyses since repeated digital processing of the primary text from a specific author causes serious damage to the primary linguistic information. In addition, the Internet platforms currently operating on the Internet actively interfere with digital content, independently censoring and editing linguistic material. It is necessary to focus on such text resources as the blogosphere, Internet polls, chats, various entries, comments, and notes for getting data for linguistic analysis.

Conclusions. Internet communication is a complex combination of different discourses: interpersonal (household discourse), official letters and requests (business discourse), scientific discussion in newsgroups or conferences (scientific discourse), etc.

Integrated research of digital discourse and the development of an Internet texts algorithm analysis are the most important tasks of applied linguistics. In recent years, the analysis of text messages in Internet communication has gained particular relevance. The study of texts posted on the Internet is the case of scientific interest and modern linguists contribute to the development of the practical methods in Internet discourse analysis.

Taking into account the experience in linguistic patterns of Internet texts creation and functioning, developed by theoretical linguistics, scientists find the ways of solving applied language tasks in the digital texts studying. In further studies of the Internet language, a crucial role is applied to theoretical and applied linguistics. The practical analysis of the linguistic parameters of Internet texts assists in the Internet discourse studying.

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