ILMIY AXBOROT

UO‘K 004.738.5:811.93 **DOI: 10.56292/SJFSU/vol29_iss1/a182**

IJTIMOIY TARMOQDAGI MULOQOTNING LINGVOSTILISTIK XUSUSIYATLARI

ЛИНГВО-СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ОБЩЕНИЯ В СОЦИАЛЬНОЙ СЕТИ

LINGUO-STYLISTIC FEATURES OF COMMUNICATION IN SOCIAL NETWORKS

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Annotatsiya

Internet hayotning deyarli barcha jabhalarida inson rivojlanishining asosiy elementlaridan biriga aylanib bormoqda. Internet makoni jamiyat a'zolarining kundalik nutqida faol qo‘llaniladigan maxsus tilni yaratdi. Uning ta'siri nafaqat virtual muloqot jarayonida, balki barcha jabhalarda yaqqol ko‘rinadi. Internetning biz uchun yaratib berayotgan innovatsiyalari, o‘zgarishlari, yangiliklari tufayli uning kelajagini oldindan aytib bo‘lmaydi.

Аннотация

Интернет становится одним из основных элементов развития человека практически во всех сферах жизни. Интернет-пространство создает особый язык, который активно используется в повседневной речи членов общества. Его влияние отчетливо видно везде, не только в процессе виртуального общения. Его будущее непредсказуемо из-за изменений, новинок, инноваций, которые открывает для нас Интернет.

Abstract

The Internet is becoming one of the main elements of human development in almost all spheres of life. The Internet space creates a special language that is actively used in the everyday speech of the members of society. Its influence is clearly visible everywhere, not only in virtual communication process. Its future is unpredictable due to the changes, novelties, innovations that internet is discovering for us.

Kalit so‘zlar: *Elektron til, so‘zlashuv nutqi, onlayn hamjamiyat, akronim, abbreviatura, LinkedIn, multimedia xususiyatlari.*

Ключевые слова: *Электронный язык, разговорная речь, интернет-сообщество, акроним, аббревиатура, LinkedIn, мультимедийные функции.*

Key words: *Electronic language, colloquialism, internet community, acronym, abbreviation, LinkedIn, multimedia features.*

INTRODUCTION

The emergence and rapid development of information technology and the Internet have led to changes in the language environment. The Internet has become not only a source of information, but also the dominant means of communication, closely related to all spheres of people's lives. The electronic revolution led to a language revolution, which, in turn, led to the emergence of a new network, electronic language.

Internet communication is one of the relatively new and rapidly developing areas of modern linguistics. Distinguished by communicative diversity and dynamism, it has a great influence on the Uzbek language in other areas of communication. The main linguo-stylistic features of communication in the conditions of the computer-mediated discourse of the social network are represented by colloquialism, expressiveness, polycode and speech reduction. Below each of the aforementioned characteristics are thoroughly analyzed.

METHODS

Colloquialism is the tendency to use the units in the speech of users which are the characteristic features of the spoken language. Despite the fact that the written form of communication is dominant in social network, those linguistic features that are inherent in colloquial speech are actively used: spontaneity, expressiveness, a high proportion of vocabulary with colloquial coloring, an abundance of specific colloquial structures and so on. This is due both to the operation of the law of economy of speech efforts, and a reflection of a kind of unspoken convention of internet users: in the internet environment, it is quite appropriate to write as you speak and it is positively perceived by the internet community.

It is commonly known that colloquialism is typical not only for communication in social networks, but also for communication in chats, forums, blogs and so on. Therefore, it is important to note that for Telegram messenger this feature present in the texts of friendly correspondence, in comments, statuses, but it may be absent in business or educational correspondence, in the texts

of official media communities, on the pages of public people associated with politics, journalism or science.

At the phonetic level, this trend is reflected in the fixation of the features of speech pronounced with positional and combinatorial changes in phonemes and a high degree of reduction of the segment row. This is a kind of simplified transcription (and most often not of the whole statement, but of its individual parts), characteristic of various categories of pronouns, adverbs, particles, qualitative adjectives and abstract nouns. For example: *norm* (normal), *msg* (message), *pls* (please), *min* (minute), *prblm* (problem).

At the level of vocabulary and morphology, the orientation towards colloquial speech is expressed in lexical heterogeneity, the use of colloquial words, emotionally expressive appraisal, phraseology, various interjections, colloquial word-formation models are also actively used to form new units.

In syntax, the colloquial effect is usually created with the help of certain syntactic constructions that are originally derived from colloquial speech and are capable of acting in written speech as conversational signals, creating the illusion of natural unprepared communication. For example, syntactic incompleteness and various types of incomplete statements, constructions with colloquial word order are commonly used. To the indicated phenomena of colloquial syntax adjoin those syntactic constructions of written speech that are focused on the transfer of features of oral speech, in particular, parceled constructions.

As in real life, the main purpose of virtual communication is the reception and transmission of various information, including emotional. In the psychology of communication, there are many approaches for determining the expressive function of language. The expressive function of speech is characterized by the speaker, so the elements that perform this function can be very diverse: the speaker's belonging to a certain human type, his physical and spiritual features, etc. - all this can be judged by his voice, by his pronunciation, by the general style of speech, including the choice of words and the construction of the sentence. Expressing their attitude to the content and addressee of speech, users resort to expressiveness by a set of certain lexical and stylistic means.

The modern virtual space of social networks is emotionally rich. Pursuing certain goals in communication, users strive to make their speech more vivid, expressive, and powerful. For this, phonetic, lexical, morphological and syntactic units of the language are used. At the same time, the Internet space, due to its unlimited freedom and mobility, is steadily changing, creating more and more opportunities for meeting the needs of communication: semiotic aspects are being modernized, multimedia is being introduced. Thus, due to the desire of users to fully communicate and be correctly understood, the Internet language is changing as well.

RESULTS

While considering some of the most frequent means of expressiveness in terms of communication in social network the following means can be shown: phonetic-graphic means; lexico-phraseological means; word-building means; morphological means; syntactic means.

Multiple repetition of letters when writing emotionally significant words is observed both among vowels and consonants, individually and together, with or without a hyphen. Such examples, first of all, signal a strong emotional upsurge of the writer, his desire to speak out and be heard. As a rule, users "stretch" words when writing when they are very happy about something, angry or just excited.

Users most often deliberately violate the norms of the language in informal communication with friends and relatives, when it is not at all necessary to write words with spelling accuracy in order to be understood. The main thing in such a conversation is the process of relaxed communication, and informal words and combinations are great to lead the interlocutor in the right emotional direction, signal an elevated mood, desire to cheer up the participants in the dialogue or change topic as a joke.

In the Internet environment, expressively colored vocabulary is most often used, that is, words containing in their lexical meaning a negative or positive emotional assessment of the subject of speech. Another means is related to the usage of acronyms which are formed from the initial letters or parts of words in a sequence, but have the distinction of being pronounceable words.[1;10]. Mostly used acronyms in social network are as following: “*brb*” (be right back), “*c u*”

(see you), *rofl* (rolling on the floor laughing), *lol* (lots of love), *omg* (oh my god), *imho* (in my humble opinion). Acronyms in the Internet language are an ambiguous phenomenon: on the one hand, it simplifies the process of correspondence, on the other hand, such a principle of abbreviations impoverishes native speech, making it uniform, and sometimes can cause a negative reaction from the interlocutor.

Syntactic means is expressed through the use of elliptical constructions which is considered to be a syntactic figure, consisting in the fact that one of the components of the statement is not mentioned in the speech, is “omitted” in order to make the text more expressive, dynamic and with the help of an ellipsis, a quick change of events, actions, the general dynamics of the scene, a tense psychological state of the writer are transmitted.

Another means is correlated with the term polycode. A.G.Sonin describes a polycode text as a text built “on the connection in a single graphic space of semiotically heterogeneous components – a verbal text in oral or written forms of representation and signs of a different nature”[2;117]. Its matter constitutes of many different elements that significantly affect the perception of the text whole. Not only the features of the connection of linguistic signs in textual formation, but also graphic, typographic, visual, color design can play a significant role in the functioning of textual meaning.

Multimedia features that are audio or video resources serve to convey emotions and moods. This ability to refer to non-verbal materials in linguistics is called the polycode phenomenon.

Turning to decreased and coarsened speech, one of the negative features associated with the functioning of the language on the internet is the massive violation of ethical norms of speech, norms of speech etiquette and netiquette. This reduction and coarsening of speech is facilitated by both network and off-network factors. The latter include personal-psychological and social factors, such as illiteracy, lack of education, emotional restraint, imbalance and so forth. Network factors include the relative anonymity of communication in social networks, as sometimes users use fake personal data or pretend to be someone else, which leads to permissiveness and impunity. In various communicative situations, users resort to the use of obscene vocabulary, violation of certain rules of communication, numerous deviations from the language and speech norms of different levels. It is noteworthy that obscene vocabulary can be used in various contexts and produce a wide range of new words and expressions with the help of prefixes, suffixes, endings, as well as combinations of word stems.

DISCUSSION

No matter how special the Internet is, it is primarily a language environment, because the Internet system is built on the basis of the structure of the language system and contributes to the emergence of new language groups, such as forums, chat rooms, blogs and so on which are an integral part of the internet environment. Each of these language groups is characterized by its own peculiarities of language use.

The internet has a huge impact on our vocabulary and communication. When it comes to how we communicate with each other, it is clear that the Internet has made some major changes: email has replaced regular mail, Facebook has pretty much taken over the idea of calling someone and saying happy birthday, we now find work through LinkedIn.

Our obsession with the Internet even influences simple discussion in real life. Some abbreviations, neologisms and abbreviations have penetrated everyday speech. It has been clear to mention that graphic, spelling and punctuation tools used in virtual communication fully meet the goals of users. Information can be transmitted with the least amount of effort, and the user who receives the message will see the emoticon even before the start of reading and subconsciously determines the emotional message of a sentence or that part of the text to which the given emoticon belongs. Such communication style is now on mainstream. The specific choice of words when communicating on the Internet, the choice of a large number of abbreviations, special punctuation or its absence, ignoring formalized sentences make the text easier, bring it closer to an oral statement, thought. In this case, the text dominates sentences, which again emphasizes the proximity of written virtual communication to oral, real. A person with developed social competence will understand the interlocutor’s statement in the form of an “unformed” text, understand why such a style of communication was chosen, and, of course, will adequately use the oral-written style when communicating on the Internet.

Once the famous British linguist David Crystal also urged not to exaggerate the role of the Internet and emphasized that it is useless to try to predict the future. When asked if he thought the Internet could have an even greater impact on language over time, he replied: “No one should ever try to predict the future of a language. But in the short term, no. Think about other technological activities. When television appeared in the 1920s, we saw the emergence of new styles such as sports commentary and the news. But they didn't seriously change the language. They just expanded the vocabulary”[3;152].

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