

FEATURES OF MODERN INTERNET DISCOURSE

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Abstract: The article reveals the idea of Internet discourse as a special kind of verbal exchange in the modern-day Internet space, describes the language of the Internet and the linguostylistic features that occur with it.

Key words: Internet discourse, communicative environment, communication conditions, approaches of conveying meaning, polystylism..

In a huge sense, the time period "discourse" (from Latin "discursus", French "discours", English "discourse" - movement, circulation; conversation) I suggest speech, the manner of human language activity; way of speaking. In the work of N.A. Akhrenova, we discover the following definition of the idea ~ ~ discourse in linguistics - "the method of developing a text in conjunction with ~ ~ pragmatic, socio-cultural, psychological factors", "a purposeful social action, along with the interplay of human beings and the mechanisms of their consciousness".[1] Discourse is categorized in extraordinary ways. Most researchers of the phenomenon distinguish private and institutional discourse. Within the framework of private discourse, everyday and existential are considered everyday and existential are considered, institutional is represented via political, diplomatic, administrative, legal, military, pedagogical, religious, mystical, medical, business, advertising, sports, scientific, stage, mass statistics types of discourse. Scientists refer Internet discourse to a separate kind. Internet discourse is a distinct kind of conversation in the Internet space, which can be each personality-oriented (communication of everyday users in social networks, maintaining on-line diaries, blogs, personal internet pages, participation in Internet discussions and discussions on forums), and status-oriented (maintaining professional net pages and debts on a sure subject matter in social networks and the blogosphere).

Being an artificially created verbal exchange environment, Internet discourse is a merely conditional personality and has no temporal or spatial limitations, motives the so-called "blurring" of state, national, economic, political and cultural boundaries. Internet as a different phenomenon of modernity attracts the interest of different researchers, being a factor of convergence of a number areas of communication that are now not interconnected and feature autonomously and independently. The end result is the heterogeneity and forte of the language and, correspondingly, the heterogeneity of the genres used in a number types of Internet verbal exchange (e-mail, chats, digital bulletin boards, expert on-line conferences forums, numerous social networks, diaries, blogs, private pages of users).

The language of the Internet is diverse, the language ability of the Internet discourse range in positive lexical and grammatical characteristics, now not usually special and special (there is a certain similarity with some linguistic traits of different functional styles), but pretty genuinely differentiated and forming a single pragmatic complicated [2]. Analysis of English-language Internet blogs dedicated to a number of matters allowed us to spotlight the following attribute elements of Internet discourse:

- the absence of non-verbal potential of communication, acquainted and characteristic of oral speech (intonation, gestures facial expressions, timbre and voice power). Emotional lack compensation is carried out the usage of distinctive pictograms: emoticons, emoji, conveying a number of emotions and thoughts of the speaker in the shape of yellow faces, capital letters or the use of capital letters (Caps Lock), imitating extended intonation in the voice or a request to pay interest to the facts highlighted in this way. (For example, Sooooooo good! Ooooooh wow, MANY award-winning pubs, you NEED to head there; NO WAY!; This is the most demanding 'parenting' blogs I've ever study (as in EVER) . UGH!! SO insensitive and self-centered. YECK!; FOR THE LOVE OF GAWD WHO IS YOUR BEST FRIEND?; A GORGEOUS store!!!; I LOVE your taste);

- a tendency to agrammatism - a deviation from the spelling, syntactic and punctuation norms of the literary language (Like it? Pin it!; I couldn't to give up to examine all of textual content till I finished; Any favorits you propose ?; I plan to cease never);

- excessive punctuation: deliberate use of a large number of query or exclamation marks, or repetition of the identical letter (Sure???: So plenty love your way, Chandra – been there!!!!!!!!!!; Yesssss!!!; Ohh; A cool store!!!; My husband bought me that Earth puzzle for my birthday this yr and it.is.hard.);

- adding GIF files. GIFs and memes are oftentimes used in\ message texts as a visible illustration of an emotional or evaluative reaction to a message or as an addition to textual content by using reproducing an motion or conduct that is hard to categorical in a textual surroundings the usage of linguistic means;

- the full-size use of abbreviations (dr-Birthday, ATP-thank you, Lp-best friend, martyr- young man, salary-earned fee; IDC I do not care, COS-because, GF-girlfriend, wait a sec-second; NP-no problem, Rare, SIS-sister, THX-thanks, U-you; lmk-let me know) ;

- formation of neologisms in accordance to more than a few productive word-formation fashions (tracing, affixation (“googlable” - that which can be determined in search engines), a must-visit; univerbization (creation of one phrase from the phrase: demanding state of affairs - tension; blerdsblack nerds; truncation (oft-often), direct borrowing besides adjustments (angst -existential fear, extreme anxiety);

- the presence of onomastic vocabulary with extended expressive coloring (face-muzzle- face, cry-roar-sobbing, power away-expose- expel);

•polystylism and hybridization - the use of language capability of unique practical patterns (journalistic, creative and colloquial), the use of each impartial and colloquial, and normative language devices (It's the sugar from the wine calling you. I would lecture all of us who would hear about the evils of sugar, inform them that I absolutely did no longer have a candy tooth, constantly the one to go to the huge bag of salty chips instead.

– In this except from a culinary blog, the creator makes use of neutral, emotional and evaluative vocabulary, figurative language, full types of verbs, and full-length frequent sentences. What're you up to this weekend? - a sentence the usage of colloquial vocabulary and quick forms);

•continuous digital communicate as a manifestation of mass human verbal exchange (a lot of texts are posted on the network, which are examples of live, direct responses to positive messages, which, in turn, are stimuli for subsequent reactions and comments);

•represents a new structure of linguistic interaction, a new functional sub-style - written colloquial speech - a one-of-a-kind mixture of written literary and oral spoken language. Thus, the facets of Internet conversation are due to changes in the prerequisites of communication, the acquisition of new fascinating opportunities. The have an effect on of the world community on the language is multifaceted and diverse. Internet discourse develops new approaches of conveying meaning. The affect of the Internet on the language is determined at all degrees of the languagesystem: at the degree of vocabulary, word-formation models, punctuation and spelling, syntactic structure, employer and structuring of the text, preference of conversation strategies.

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