



Modern discourse of Internet communication: Linguistic aspect

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Abstract. The study of Internet-discourse language was caused by the necessity to examine its linguistic and stylistic features to facilitate effective information exchange within the global network, particularly in business and educational domains. The research was aimed to identify the characteristics of modern Internet-discourse language. The methodological framework was comprised with contextual-interpretative and descriptive methods based on external (logical-psychological techniques, interlevel interpretation) and internal interpretation (paradigmatic and syntagmatic approaches employing opposition analysis), alongside distributive analysis techniques for examining the functioning of linguistic units. The study identified the influence of various factors on the formation and usage of linguistic constructions in the texts of Internet-discourse. Key lexical features of Internet-discourse included frequent use of reduction techniques, substitution of word segments with phonetically similar numerals and replacement of double letters with symbols among others. At the syntactic level ellipsis is a productive phenomenon that facilitates the economisation of verbal effort in information exchange. Punctuation marks in the Internet communication serve to convey the emotional tone of a message; the greater repetition of identical punctuation marks, the stronger emotional intensity is conveyed. Each punctuation mark is associated with distinct emotions. In addition, the language of the Internet uses a diverse range of graphic tools (emoticons, memes, demotivators) that help to make the

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Internet communication successful. The results of the study enhance knowledge in the fields of communicative and applied linguistics and can also be used in lexicographical practice, in teaching relevant linguistic courses, and in developing methodological guidelines for effective computer-mediated communication

Keywords: discourse; communication; Internet-discourse; communicative Linguistics; applied Linguistics

Introduction

The rapid development of Internet technology has led to the emergence of new ways for users to share information. Every Internet user has access to the limitless possibilities of the virtual world. However, it is essential to understand that in the process of online communication, all languages inevitably change, leading to new features and forms of interaction. Therefore, effective online communication requires users to be familiar with the established norms and rules of interaction and the use of language in the digital realm. Changes occurring in the language of the global network eventually permeate everyday speech, influencing the structure of language and its lexicon. As a result, linguists have focused their attention on online communication in recent years.

Contemporary society has the opportunity to observe the formation and development of a new virtual world. The Internet, as a new form of human interaction and a global network, provides people with new opportunities for communication. The Internet is considered a special informational, socio-psychological, and linguistic space. Characteristic features of the internet environment include virtuality, interactivity, hypertextuality, globality, creativity, mosaic-like structure, and predominantly anonymity. The second and early third decades of the 21st century were marked by a tremendous interest of scientists, primarily linguists, in the issues of the interaction between language and virtual space. This has stimulated the active development of internet linguistics, particularly in three main areas: the use of language for

communication on the Internet (messengers, social media sites), the interaction between humans and machines, and the creation of data corpora (Marx, 2019), as well as the emergence and widespread use of the universal language of emojis, which has made them a rich material for studying language functions (Giannoulis & Wilde, 2019), helped to clarify the interaction between people and technologies (including digital) in a broad context (Bongers, 2021) and opened up new possibilities for effective digital teaching and learning (Böhmer & Schwab, 2024).

Theoretical aspects and a general analysis of Internet communication are presented in the study of N. Shkvorchenko (2019), where the researcher considered modern English-language Internet-discourse as a linguistic category and reveals its lexical and grammatical features. Linguistic characteristics of Internet-discourse based on the English language empirical material are also proposed in the article by N. Lanchukovska & A. Shalov (2023). Mobile discourse about communication platforms was described by A. Dosenko (2021). A general portrait of contemporary English in Internet-discourse was presented by O. Chernysh (2022); the author thoroughly analysed its differential features and distinctive characteristics. O. Iliencko & L. Shumeiko (2021) examined political Internet-discourse through the prism of Internet communication. The authors noted that the Internet communication can be used to effectively and quickly disseminate information, persuade audiences, argue for messages, manipulate the

consciousness of recipients, and create the appearance of a direct connection between the political representatives and the people. N. Izotova *et al.* (2021) analysed the problem of “the impact of electronic communication technologies on the formation and conduct of discourse, the use and influence of extralinguistic factors on speech”, and also emphasised the linguistic features of the corresponding discourse, including the use of specific vocabulary, etc. T. Koknova (2022) studied Internet-discourse in diachrony, providing a general characterisation of it in linguistics, particularly in Ukrainian studies. As the author noted, discourse, including Internet communication (mediated, virtual, network, electronic, and computer communication), is realised in texts with special grammar, lexicon, rules of word usage and syntax, specific semantics, etc.

Despite a wealth of research on the language of Internet communication, some questions remain under-explored and require further investigation. The studies analysed above focus primarily on theoretical, rather than linguistic or pragmatic, aspects of Internet-discourse. Therefore, there is a need for an analysis of linguistic means at the phonetic (more precisely, orthographic, graphic), lexical, morphological, and syntactic levels, revealing their semantic and structural features, as well as their functional and communicative load in English-language Internet-discourse and their translation into Ukrainian.

This research was aimed to investigate the linguistic aspect of internet discourse. The specific objectives were: to reveal the features of the language of modern English Internet-discourse; to interpret the means of expression at various levels/sublevels of the language structure (orthographic, lexical, word-formation, morphological, syntactic, punctuation); to identify their structural-grammatical and semantic-functional characteristics; and to identify the specific features of translating the corresponding material into Ukrainian.

Materials and Methods

The methodological basis of the study was the universal descriptive method, which is based, in particular, on the techniques of component and contextual analysis, as well as the functional method, which involves the use of techniques of contextual-interpretive analysis of text, discourse, pragmatic and conversational analysis. These methods made it possible to inventory the linguistic means recorded in the studied Internet-discourse, to explain the mechanisms of their creation, structural features and semantic characteristics, the peculiarities of compatibility, communicative load and patterns of functioning. General scientific methods and techniques of analysis, synthesis, comparison, comparison and contrast were used. The translation research was carried out using comparative and translation studies methodologies.

In the first stage of the research, the theoretical foundation and terminology were defined and analysed, the empirical material was collected, and the aim and objectives of the study were formulated. In the second stage, the object of research was grouped and classified, its verbal means of expression were analysed in structural and semantic aspects at different language levels, and the stylistic features of use were characterised. In the third stage, the results of the study were summarised, conclusions were formulated, and prospects for further research were outlined.

The research material was selected using a combination of comprehensive sampling and individual recordings from sources widely available on various Internet platforms, social media, informational and educational websites, chats, blogs, etc., which are publicly accessible, taking into consideration legal and ethical norms. The empirical material consisted of public posts, comments, and dialogues used in digital environments such as Facebook, YouTube, Instagram, Twitter, and Threads, as well as on various websites and forums oriented towards communities with specific interests and the

ability to leave feedbacks, comments, express opinions and share impressions. It was observed that Internet communication is characterised by specific vocabulary, distinctive morphology and syntax, deviations in word usage, spelling, and punctuation, along with unique semantics and forms of expression. It can be argued that the world of virtual communication has its own structural-grammatical, functional-semantic, and communicative-pragmatic features. Communication in the global network is universal in terms of its implementation possibilities, including unlimited spatial-temporal continuum, a certain degree of anonymity (at the discretion of the communication participants), regardless of gender, age, education, social status, religious affiliation, political views, nationality, preferences, etc. of the communicants, the possibility of various forms of its embodiment (written and oral digital texts, both printed and video, audio texts), and the actual lack of regulation in terms of norms, especially linguistic.

Verification of the linguistic material was carried out using content analysis. The analysed material made it possible to trace the dynamics of the modern language system of internet discourse, highlight the characteristic linguistic specificity of Internet communication and identify trends in a digital speech in the 21st century.

Results and Discussion

Discourse is an interdisciplinary concept and is studied in numerous fields such as Linguistics, Literature, Semiotics, Sociology, Psychology and Philosophy. The beginning of the 21st century was important by an intensification of linguistic research into discourse, particularly its general theory, methodology, typology, and analysis of specific types. Notable examples include the research of S. Serazhim (2002) and I. Shevchenko (2005). In the scholarly study of A. Zahnitko (2008), the foundations of discourse studies as a science are examined, its basic units and categories are defined, the typology of operators and corresponding operations of discourse

studies is clarified, the methodological apparatus, history, and current state are analysed, the main types of discourse and its relationship to text are characterised and the synergy between language and discourse is investigated.

Internet-discourse as a distinct type of discourse has taken a prominent place in the contemporary cognitive-discursive paradigm of the knowledge. In the 21st century, it has become the subject of attention of linguists working with various languages. The theoretical aspects and general characteristics of Internet-discourse have been analysed in the studies of many researchers, such as Ya. Vzheshch (2012), N. Hudz (2013; 2015). The language of the Internet and its specific features have been explored in the studies of N. Baron (2003; 2008) and D. Crystal (2006). A new perspective on Internet linguistics, particularly the linguistic analysis of electronic discourse as a new type of language, is presented in the research of A. AbuSa'aleek (2015); interactive virtual communication based on the material of information and reference services was studied by I. Karpa (2010); the linguistic parameters of the discourse of the German language Internet news were revealed in the articles of O. Shcherbak (2016); the linguisticstylistic and communicative-pragmatic characteristics of the Spanish language internet discourse are presented in the studies of N. Lukashenko (2006); the means of expressing etiquette in the English language virtual communication were studied by M. Stolyarova (2005); communicative strategies and tactics, particularly confrontation, in the English language discourse were highlighted by I. Frolova (2009). W. Rupprecht (2014) in his introduction to the theory of cognitive communication investigated how language, information, energy, the Internet, the brain, and consciousness are connected. R. Grimm & P. Delfmann (2017) explored theories of communication and linguistics, including cognitive linguistics, in combination with computer science and business informatics. The authors

analysed the semiotic levels, syntax, semantics, and pragmatics of digital communication language, the language model of a semantic network, language games, and more.

N. Hudz (2015) schematically depicted the Internet discourse as a series of concentric circles, with virtual discourse occupying the largest circle. Inside it, there is a smaller circle representing computer or electronic discourse, and within that, an even smaller circle representing network discourse. At the very centre (the smallest circle) is Internet discourse. Thus, these terms can be used interchangeably or to complement each other. As Yu. Halynska (2022) notes the study of virtual communication was initiated by the Canadian professor M. McLuhan. He believed that the spiritual and material progress of humanity is determined by technologies of social communication, rather than by tools of labour or mastery of nature, or by politics, culture, or economics. M. McLuhan divided human history into four periods:

1) the period of the Tribal Age, where the highest communicative achievement of humans is articulate speech, perceived by hearing;

2) the period of the Literacy Age, when sight, rather than hearing, begins to dominate communication, and written text, encoded in writing, replaces acoustic messages;

3) the Gutenberg period – the time of the Print Age; this period is characterised by the fact that people become smarter not through communication with others but through individual reading;

4) the modern period of the synthesis of the Electronic Age. Electric and electronic means of communication, according to M. McLuhan, are a “communication revolution” in human history (Halynska, 2022).

The Internet has given rise to a new communicative environment – a so-called communicative space – where new genres of communication are emerging rapidly. The specificity of Internet communication is characterised by

its global scale and the ability to disseminate any information virtually instantaneously. The main Internet genres include electronic mail; forums; chat; bulletin boards; advertising banners; communication using instant messaging programs; virtual conferences; posts, or author’s notes; and comments (in any other virtual genre of social networks, blogs).

Internet communication is characterised by features such as polyphony, as it unites a large number of different types of discourse and language practices; hypertextuality and interactivity (networks can change or modify the process of creating and perceiving text). Special features include anonymity and distance. Together with the physical distance of communication participants, the ability to “join” or “disconnect” from online communication at any moment, and the lack of coercive instruments, these factors contribute to, but also intensify, deviant communicative behaviour (such as spamming, trolling, or flooding): they minimise accountability online.

The Internet poses a constant challenge in creating, maintaining, and sustaining contact, demanding the maximum mobilisation of linguistic resources. This goes beyond mere violations of linguistic norms. Perlocution, as the effect of intentional influence on the addressee, and its consequences and results, takes on exceptional significance and communicative innovation here. The personal language in the communicative space of the global network is creative. Its creativity is manifested at all linguistic levels, making the language of Internet communication a unique research object for linguistic analysis. Language creativity encompasses all structural levels of language, but it is primarily the special network lexicon, specific computer slang, the use of linguistic play, non-standard word usage, deviations from graphic and grammatical norms, etc., that attract the attention of language researchers.

Furthermore, the psycho-emotional aspect of communication takes on particular significance, as its intensity has a compensatory character in the conditions of a near-complete absence of non-verbal means for conveying emotions and describing emotional states. It should be noted that emotional intensity in this environment is achieved both through graphic verbal means (the use of capital letters, repetitions of punctuation marks, emoticons, etc.) and special software graphic tools embedded in the software shell. For example, “emoticons” – schematic representations of the human face used to convey emotions – are added to any text message or remark, making the language of internet discourse vivid and rich.

In Internet communication, the author often expresses their thoughts, attitudes, and positions spontaneously and reflexively, in response to various events, messages, or situations. As a result, there is a notable presence of colloquial, non-standard vocabulary and slang, that reflects the predominance of informality in the language of contemporary electronic texts. Chat texts are also characterised by the use of various epithets and metaphors, as it is impossible to describe the surrounding world and one’s own impressions without them.

A characteristic feature of modern Internet texts is the use of abbreviations, motivated not only by the desire to save the speaker’s linguistic effort but also by the trend towards quick and unambiguous interpretation of information by the recipient. This demonstrates society’s desire to increase the informativeness of the text while simultaneously reducing its structure, and consequently saving time. Such texts are dominated by short words, parts of words, exclamations, grammatical constructions, and established graphic symbols and images, aimed at the precise and concise expression of communicators’ emotions and thoughts.

Distinguishing between spoken, written, and online language, D. Crystal (2006) notes that online language is written language that

approximates spoken language. He defines online language using the formula: spoken language + written language + electronically mediated features and considers it not a hybrid but a new type of language. The researcher proposed creating a subdivision of linguistics aimed at studying the linguistic component of the Internet – internet linguistics. Within this framework, he identified four perspectives:

1. Applied – involves studying the Internet both as a means of changing language and as a means of preserving it.

2. Educational – studies the influence of changes in virtual speech on speech used in real-world communication. This concept analyses violations of speech norms outside the network that have arisen under the influence of the Internet.

3. Stylistic – studies both spoken and written language on the Internet. Various verbal and non-verbal forms characteristic of the internet environment are studied (abbreviations, emoticons, memes).

4. Sociolinguistic – studies the relationship between society and the Internet. Particular attention is paid to linguistic changes on the internet and society’s reaction to these changes.

Given the rapid development of technology, new examples of speech situations may undoubtedly appear in the online environment. However, the classifications of speech situations (genres) proposed by D. Crystal (2006), deserve special attention:

1. Electronic mail (e-mail) – an electronic system for receiving, transmitting, and storing messages. Although email occupies a relatively small part of the Internet, it far surpasses it in terms of the number of daily individual operations.

2. Chat groups – continuous discussions on a specific topic, organised in “rooms” on various internet sites, in which all users interested in this topic can participate. Based on when communication takes place, the following types can be distinguished:

- synchronous situations, where communication occurs in real time. Users simply

enter the chat and join the ongoing conversation. This situation is also interesting because although most users enter only one chat room, nothing prevents them from entering other rooms and participating in two or more conversations simultaneously;

► asynchronous situations, where communication between users occurs at different times. One user creates a chat room on a specific topic and leaves a message there. Other users can then enter this room at any time and leave their own messages related to this topic. The drawback of this situation, in the authors' opinion, is that such communication may not always be effective, as at some point one of the users may not receive a response to their message, or the response to the message may no longer be relevant due to a significant period of time. Some chat groups are international, as a user from any part of the world can be a participant. Also, some chat groups have moderators or group editors, while others may not be controlled at all.

3. Virtual worlds are artificial environments created using computer programming. People can become part of such an environment for the purpose of social interaction. Another name for virtual worlds is MUD (Multi-User Dungeon). Initially, MUDs were used in the context of adventure games, and the name Multi-User Dungeon itself is derived from the 1970s role-playing adventure game "Dungeons and Dragons". Several variations of adventures in the virtual world were developed and offered to users. In such a world, users created new personalities for themselves, explored fantasy worlds, performed feats, and interacted with other participants. With the development of technology, it became possible to add various multimedia elements to virtual worlds, additional audio and video capabilities that complement or replace text, so that participants could see each other as avatars (graphic representations of the user). A modern MUD is a virtual world that encompasses role-playing games, hack-and-

slash games, and interactive fiction, as well as real-time text-based communication between players. The speech possibilities in such worlds are limitless, but, as in all games, some moderators manage the game, without whom user interaction would be chaotic.

4. The World Wide Web is the collection of all computers connected to the Internet that store documents accessible via the standard Hypertext Transfer Protocol (HTTP). This term is commonly abbreviated as the Web or W3, and all addresses on the site are represented by the abbreviation www (World Wide Web). The creator of the www, scientist and programmer Tim Berners-Lee, defined it as a universe of information accessible to the network, an embodiment of human knowledge. This system was developed in 1990 as a means of allowing high-energy physicists to exchange information in their field with representatives of other educational institutions. Over time, it has captured other areas and is now an essential part of multimedia interaction between computer users anywhere in the world. It encompasses encyclopaedias, archives, reference materials, advertising and announcements, games, news reports, fiction, and various business documents, as well as films and other forms of entertainment.

This classification in no way implies that all these situations exist on the Internet in a pure form. Practically all websites are designed in such a way that some of these situations can be represented simultaneously. For example, many websites contain chat groups for discussing a particular topic, and in some MUDs, separate asynchronous chat groups are created that allow participants to communicate with each other via email. The world of the Internet is extremely changeable, and users are constantly exploring its possibilities, introducing new elements each time. Therefore, it is entirely possible that some new speech situations may arise on the Internet.

Scientists around the world are independently studying phenomena characteristic

of many national languages used on the Internet. For example, in the USA and the UK, a phenomenon such as Weblish (the language of the Internet) has become particularly popular among internet users. Abroad, the term “internet language” is often used to denote such concepts as *e-language* – *electronic language* (електронна мова), *geekspeak* (розумна мова, мова комп’ютерників), *netspeak* (інтернет-мова), *Internet language* (мова інтернету), *cyberspeak* (кібермова), *electronic discourse* (електронний дискурс), *interactive written discourse* (інтерактивний письмовий дискурс), *computer-mediated communication* (комп’ютерно опосередковане спілкування).

Texts created on the Internet are the basis for describing modern language, as it is in them that all the changes occurring in the language are first recorded. Due to the fact that communication on the Internet is based on the principle of saving linguistic effort, a distinctive feature of internet discourse texts is their saturation with abbreviations:

AFAIK – *as far as I know*

ASAP – *as soon as possible*

IMO – *in my opinion*

IRL – *in real life*

L – *laugh* (сміятися)

Lol – *laugh out loudly* (сміятися голосно)

PLZ – *please* (будь ласка)

WKND – *weekend* (вихідні).

Abbreviations can be used to represent sentences:

BBL – *Be back later* (повернуся пізніше)

BRB – *Be right back*

IDK – *I do not know*

HBTU – *happy birthday to you* (З днем народження)

WU – *What’s up?* (Як справи?)

PCB – *Please call back* (Передзвони, будь ласка)

YGM – *You’ve got mail* (Вам прийшов лист)

JK – *just kidding* (жартую)

LYL – *love you lots* (люблю тебе сильно)

OMG – *Oh, my God* (О, Боже)

IMHO, many people are fond of your teaching manner, Bob. To tell the truth, I’m one of them. As for me, I’m not as much self-confident to consider myself a know-it-all. Thanks (Bob’s Short English Lessons, n.d).

Hey Paris! I need you ASAP. Let’s make an appointment.

WKND recap: good vibes, great company, and we kicked off The Christmas Story series (SSM Santa Rosa, n.d).

There are also such types of abbreviations as “sound” and keyboard:

sk%l – *school* (школа, заміна букв *oo* на знак *%*) *c%l* – *cool* (класний, заміна букв *oo* на знак *%*)

W4U – *Wait for you* (Чекаю на тебе, прийменник *for* і звучання цифри чотири *four* англійською мовою співзвучні один одному, а також заміна займенника *you* на букву *u* за принципом схожості звучання).

ki\$\$ – *kiss* (поцілунок, заміна буквосполучення *ss* на знак *\$*)

SUM1 – *someone* (хтось, слово *one* у перекладі з англійської перекладається як один *1*).

In the process of communication, participants can use numbers to replace a letter or a combination of letters in a word to shorten them and speed up typing:

m8 – *mate* (товариш), *l8_* – *late* (пізно), *h8* – *hate* (ненавидіти), *d8* – *date* (побачення), *w8* – *wait* (почекай).

In the examples above, the letter combinations *ate/ait* and the sound of the number *eight* in English are consonant with each other, resulting in a replacement.

4ever – *forever* (назавжди, буквосполучення *for* та звучання цифри чотири *four* англійською мовою співзвучні один одному).

Cases of replacing entire prepositions and particles with numbers are quite common:

F2F – *face to face* (віч-на-віч, частка *to* і звучання цифри два *two* англійською мовою співзвучні один одному)

J4F – *just for fun* (просто заради веселощів, прийменник *for* та звучання цифри

чотири *four* англійською мовою співзвучні один одному)

T2UL – talk to you later (поговоримо пізніше)

What makes 4Ever Young unique in the franchising space? (n.d)

Got 2 Luv U (Paul, 2022).

Another common feature of internet language is the omission of vowels. Consonants are also omitted, but this happens very rarely, as it is the consonants that “carry” the lexical meaning of a word. For example, *dinr – dinner* (вечеря), *txtng – texting* (повідомлення), *comin – coming* (прибуття), *xlnt – excellent* (відмінно), *ppl – people* (люди) etc.

There is also a tendency in orthography to replace the letter combinations *ch-, ph-, sh-, wh-, -er, -ou-*; letters *o, a*: *luv – love* (любов), *wot – what* (що), *fone – phone* (телефон) *kemistry – chemistry* (хімія), *shud – should* (слід), *ya – you* (ти).

For example, *Txtng is killing language. JK!!!* (McWhorter, n.d).

A fairly common feature of internet language is the use of capital letters instead of lowercase, sometimes with a space after each letter. All this is done to give the message a greater emotional charge:

The movie is GREAT (фільм ВІДМІННИЙ)
JUST SHUT UP! (ПРОСТО ЗАТКНИСЯ).

The creation of new words on the Internet occurs according to models characteristic of the English language and following typical ways of word formation, such as affixation (*mailer, windowfull*), compounding (*wiredhead, webcam*), and conversion (*spam – to spam*).

The main grammatical features of internet discourse are the absence of auxiliary verbs and the ignoring of inverted word order in questions:

every1 having a nice evening – everyone is having a nice evening (Всі добре проводять вечір)
no1 talking – noone is talking (Ніхто не каже)

any london girls here? – are any london girls here (Тут є дівчата з Лондона?)

Yil 2023 hala dinleyenler? – 2023. Yilinda hala dinleyenler var mi? (Хто ще слухає це у 2023 році?).

As for the tense-aspect forms of the English verb, it should be noted that within the framework of Internet communication, the Simple tense group is most often used, even though, from the point of view of grammatical norms, a different tense form should be used:

I already annoyed my parents because I listen to this non stop – I have already annoyed my parents because I listen to this non stop (Я вже розсердив своїх батьків, бо слухаю це без зупинки).

A characteristic of Internet punctuation is agrammatism. There are also symbols borrowed from programming languages, for example, if an exclamation mark is placed before a word or at the beginning of a sentence, it conveys negation (*/interesting = not interesting, нецікавий*). Another feature of online language punctuation is the frequent absence of the apostrophe:

lets go – let’s go (Підемо)

nope im bored/ – nope I’m bored! (Ні, мені нудно!).

The most common syntactic device used during online communication is ellipsis. In gaming servers, communication is based on two conditions: fast message input and accurate message transmission.

all mid- – Let’s all gather in the middle (Давайте всі зберемося посередині)

know her? – Do you know her? (Ти знаєш її?).

As for sentence types, simple sentences are most often used, as this type of sentence also contributes to fast and economical information transfer.

How about tomorrow night? – Sounds good. – Looking forward.

(Як щодо завтрашнього вечора? – Звучить непогано. – Чекаю з нетерпінням.)

Dinner later? – I’ll pick something up

(Повечеряєм пізніше? – Я підберу щось).

The # sign, called a hashtag, has also become increasingly popular. This sign is placed

before a keyword and is used to quickly search for the necessary information. Simple sets of letters that do not carry any lexical meaning but serve primarily for emotional colouring of the message are very popular: *great speech dffg-jhgjhlksjhlk* (чудова промова мова *dffgjhgjhlks-jhlk*), *deli birisi sjdkkd* (дурень *sjdkkd*).

Pauses, difficulties with answering, or uncertainty in the answer are usually denoted by three dots (...), commas (,,), and hyphens (-). Surprise or irritation is conveyed by an exclamation or question mark, respectively.

As the analysis has shown, one of the decisive characteristics of internet discourse language is the tendency towards linguistic economy. However, despite its demand, it has clear boundaries, that is, the economy is carried out only as long as it does not threaten the purpose of the utterance, and the information can be deciphered. For example, even if users on the network shorten words, replacing them with various abbreviations, or entire sentences, all this is done exclusively with a clear understanding that their message will be understood by other users, and they use abbreviations to reduce effort and time when communicating. The principle of economy contradicts the principle of clarity since users can always maintain balance while implementing the principle of saving effort. Therefore, the most effective means of economy in language is considered to be abbreviations, which, on the one hand, contribute to the rapid transmission of information, and on the other hand, do not distort the content of the message and facilitate its perception.

Conclusions

Therefore, the study of Internet-discourse allowed for the conclusion that discourse is a kind of communication that occurs in real time. Its purpose is the process of exchanging information and influencing all participants in communication, as well as using various verbal and nonverbal strategies in the process of communication. One of the important features of

discourse is that, in addition to obvious linguistic features, it gives an idea of the personal and social components of all participants in communication. The concept of Internet-discourse as a unique form of discourse opens up a new field of research in linguistics. The Internet is increasingly used on various mobile devices and is becoming an integral part of people's lives. Given that communication on the Internet is becoming increasingly important, there is an even greater need to study its language at various linguistic levels.

The study of Internet-discourse offered valuable insights into the evolving nature of communication in contemporary digital environments. This real-time discourse encompasses processes of information exchange, influence on participants, and the utilisation of diverse verbal and nonverbal strategies. A key characteristic is its ability to reveal not only traditional linguistic features but also deeper insights into the personal and social dimensions of communication. This allows for the identification of both individual and group characteristics of participants, their attitudes, interests, and stances towards discussed topics. The concept of Internet-discourse as a unique form of communication opens up new avenues for linguistic research, as the language employed online exhibits distinctive features. The Internet has become the primary platform for numerous forms of interaction, where the rapidity and immediacy of communication challenge traditional approaches to language.

Notably, the use of abbreviations, emoticons, and interactive elements significantly alters the structure and form of messages, necessitating a fresh perspective on communicative processes. Given the ubiquity of internet technologies in contemporary life, the importance of studying online language has grown exponentially. Internet-based communication, especially within social networks and digital platforms, demands a meticulous analysis of language at various levels, from lexicon

to grammar and style. This process enables a broader understanding of how communication unfolds in a globalised world where digital tools exert an increasing influence on linguistic practices and social interaction. Future research could focus on specific aspects of Internet-discourse according to specific parameters (such as language, thematic focus, target audience, etc.) to meet the practical needs of

linguistics (for example, conducting sociolinguistic surveys, compiling dictionaries, creating guidelines etc.).

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Conflict of Interest

None.

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Сучасний дискурс інтернет-комунікації: лінгвістичний аспект

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Анотація. Дослідження мови інтернет-дискурсу зумовлене потребою вивчення її лінгвостилістичних особливостей задля забезпечення ефективного обміну інформацією в глобальній мережі, зокрема в діловій та освітній галузях. Мета дослідження полягала в з'ясуванні особливостей мови сучасного інтернет-дискурсу. Методологічну основу роботи склали контекстуально-інтерпретаційний і описовий методи, що ґрунтуються на зовнішній (логіко-психологічні прийоми, міжрівнева інтерпретація) та внутрішній інтерпретації (парадигматична і синтагматична методика із застосуванням опозиційного аналізу), а також прийоми дистрибутивного аналізу функціонування мовних одиниць. У результаті дослідження визначено вплив низки чинників на формування і вживання мовних конструкцій у текстах інтернет-дискурсу. Основними особливостями мови інтернету лише на рівні лексики є часте використання прийому редукації; заміна частин слова на співзвучні цифри; заміна подвійних букв символами тощо. На рівні синтаксису продуктивним явищем є прийом еліпсису, що сприяє заощадженню мовленнєвих зусиль у передачі інформації. Розділові знаки в інтернет-комунікації використовуються для розпізнавання емоційної характеристики повідомлення, чим більше повторюваних однакових розділових знаків, тим сильнішою є передавана емоція. Кожен розділовий знак використовується для різних емоцій. Крім того, мова інтернету послуговується багатим арсеналом графічних засобів (смайли, меми, демотиватори), які допомагають зробити інтернет-комунікацію успішною. Результати виконаного дослідження поглиблюють знання в галузі комунікативної, прикладної лінгвістики, а також можуть бути використані в лексикографічній практиці, у викладанні відповідних лінгвістичних курсів, для розробки методичних рекомендацій у сфері ефективної комп'ютерної комунікації

Ключові слова: дискурс; комунікація; мова інтернету; комунікативна лінгвістика; прикладна лінгвістика