

THE INTERNET COMMUNICATION AS A NEW LANGUAGE PHENOMENON

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INTRODUCTION

The beginning of the twenty first century has brought communication to a new level. Information in the modern society acquires a new status due to the fact that different types of its influence (including psychological impact on the population through the information resources, media) have recently been increasingly used to achieve the certain goals.

The Internet communication is no longer a new medium, as it helps establish contacts, provide information exchange, self-expression¹.

Today, the primary function of the Internet is not only receiving information but also communication. It is worth mentioning that the Internet communication is not just a mass medium but a means of cross-cultural communication². It is becoming a global medium, transcending national boundaries and merging the information resources into a single system.

The Internet, and social networks, in particular, have a significant impact not only on the type and speed of communication, but also the language and its subsequent transformation³.

The inability to see the interlocutor and perceive his facial expressions and gestures is an occasion for the appearance of many graphic signs (symbols, numbers, pictures), which are designed to convey the emotional content of the communication.

Today, the modern information technology, which includes the Internet, is developing rapidly. The new type of communication encompasses the most diverse aspects of our lives, thanks to the fact that the global audience of the global web is growing year by year, both in absolute and relative terms⁴.

¹ Thurlow C, Lengel L B, Tomic A Computer-mediated communication: social interaction and the internet. Thousand Oaks, CA: Sage Publications, 2004. P. 137.

² Turkle S. The Second Self: Computers and the Human Spirit. The MIT Press Cambridge, Massachusetts London, 2005. P. 118. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

³ Castells M. The Internet Galaxy: Reflections on the Internet, Business and Society. Oxford: Oxford University Press, 2001. P. 37.

⁴ McLuhan M., B.R. Powers The Global Village: Transformations in World Life and Media in the 21st Century. Oxford University Press, 1992. P. 58.

Due to the steady increase in the use of the information technology, it is reasonable to talk about the process of virtualization of the human communication, which entails the alienation of human beings from real life and may lead to the complete replacement of the real things with their images. We can speak about the cyberspace, an area of the interaction between the users from the multiple cultural space⁵.

The Internet communication has become one of the most dynamic phenomena of the modern society. It has led to society's globalization, and also it is worth remembering that electronic virtual reality contributes to the alienation of the individual from the social community in the real world.

The Internet forms a global information and communication space, serving as a physical basis for the Web and a multitude of the data transmission system. All the levels of communication on the Web are in system-functional interconnection and create multi-level communication⁶.

Thus, the Internet language—the language of the electronic media – has emerged. It is the language of the messages, chat rooms, live magazines and all the self-generating content of the Internet. On this basis, we can say that it is a new form of the language.

The Internet is a global social and communication computer network designed to meet the individual and group communication needs through the use of the telecommunication technologies. Its language is a flexible, dynamic system that responds to all the social changes. As the language is a form of the social activity, the study of the processes occurring in it helps characterize the transformational processes taking place in the society⁷.

1. The problem's prerequisites emergence and the problem's formulation

The development of the Internet has led to the expansion of the research problem. The analysis of the modern scientific works on the Internet phenomenon and the communicative space arising from it allows us to identify several basic approaches to its study.

Thus, the Internet is seen as a new object of society; its development leads to the social changes, in other words, the technology and information

⁵ Matusitz J. Intercultural Perspectives on Cyberspace: An Updated Examination. *Journal of Human Behavior in the Social Environment*. 2014. Vol. 24. Issue 7. P. 716.

⁶ Barlow J.P A Declaration of the Independence of Cyberspace. URL: <http://editions-hache.com/essais/pdf/barlow1.pdf> (accessed: 03.12.2022).

⁷ Anderson D. Global Linguistic Diversity for the Internet. *Communications of the ACM*. 2005. Vol. 48. Issue 1. P. 28. DOI: 10.1145/1039539.1039562. URL:https://www.researchgate.net/publication/220420474_Global_linguistic_diversity_for_the_Internet (accessed: 18.11.2022).

define a new type of the social structure. The Internet is a necessary component of the global society.

With the development of the Internet-communication, new models of the social interaction emerge, the virtual communities are formed, based mainly on the online interaction.

It should be noted that the virtual society is a new form of community that unites people online around the common values and interests and forms interpersonal interaction. The use of the Internet has increased the level of the social cooperation. The emergence of the information technology has also caused the certain changes in the language. They are so extensive and global that we can speak of the evolution of a network or electronic language⁸.

There are such terms as e-language, e-talk, wired-style, netspeak, the Internet language, etc. Therefore, a comprehensive study of the linguistic aspects of electronic communication is necessary.

The common problems of all the approaches are the lack of a consistent theoretical and methodological framework and their largely predictive nature.

Thus, despite the diversity of the research on the World Wide Web, neither a systematic complex interdisciplinary nor an original private approach has yet been proposed, which could serve as the basis for the formation of the Internet-communication phenomenon.

D. Crystal [2004; 2011], A. Durant [2009], M. Marcoccia [2012], S. Turkle [2005], C. Thurlow [2004], McLuhan M. [1992] and many other researchers studied the influence of the means of communication on human consciousness. However, taken into account the continuous development of the Internet communication, which challenges the modern society, constantly generates a number of the contradictory assessments, therefore we can see the open space to a new research of this phenomenon.

There are also a number of studies focused on the description of the characteristic features of the Internet communication. They single out the values of the virtual communication, such as anonymity, unlimited access to information, absence of time and space boundaries, and freedom of expression⁹.

⁸ Brown J, Broderick A J, Lee N. Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*. 2007. № 21, P. 15. DOI: 10.1002/dir.20082 URL: https://www.researchgate.net/publication/227668688_Word_of_Mouth_Communication_Within_Online_Communities_Conceptualizing_the_Online_Social_Network (accessed: 19.11.2022).

⁹ Durant A., Shepherd I. 'Culture' and 'Communication' in Intercultural Communication. *European Journal of English Studies*. 2009. Vol. 13. Issue 2. P. 152. URL: https://www.academia.edu/7946588/Culture_and_Communication_in_Intercultural_Communication (accessed: 23.08.2022).

What is known about the digital communication is largely based on the works of D. Crystal, who insists that technology becomes a vital factor in the dissemination of communication¹⁰

The relevance of the chosen topic is explained by the need to study the features of the virtual communication, as this type of the communication is becoming increasingly important one among the main types of human contacts.

The common problems of all the approaches are the lack of a consistent theoretical and methodological framework of the new type of communication.

The purpose of our scientific research is to study the modern communication that occurs due to information technology and its impact on the emergence of the new social relations. Also there is an attempt to determine the key features of the communication on the Internet based on the sociolinguistic experiment to identify the indicators of the use of non-verbal means in the Internet communication, the signs of emotion, the perception of the demotivators in the Internet space, the use of various Internet genres by the Ukrainian native speakers depending on gender and age.

Thus, the object of research is the concept of the Internet communication, and the subject is its peculiarities.

2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development

The research is based on the works in the field of the language internal form study, reflecting the process of consciousness formation and the development of personality; the language picture of the world as a way of perception and organization of the world, the relationship between language and reality.

The Internet communication has a certain specificity, formed under the influence of such factors as time (it takes less and less time to create virtual messages), social environment (the connection between the speed of life and speech structures), the emotional state of the users (the new forms of sowing emotions). The latter aspect is particularly visible against the general cultural background, it has even provoked the emergence of a special way of the virtual activity¹¹.

¹⁰ Crystal D. *Internet Linguistics: A Student Guide*. Routledge, 2011. P.87.

¹¹ Flanagin A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P. 323. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

The work uses such general scientific research methods as analysis, synthesis, generalization and comparison for the processing of the various theoretical works.

The formation of the Internet language is influenced by the changes of social and economic aspects. So there is the statistical survey processing of the obtained data, the construction of graphs and charts to analyze the features of the Internet communication according to the interview of the Ukrainian speakers.

The study includes the data from a sociolinguistic experiment involving 180 young people, 90 women and 90 men. All the respondents were divided into 3 age groups, 30 men and 30 women at the age of 16–20, 21–25, 26–30. Each group was tested for the following data: the use of non-verbal means in the Internet communication, the use of emotional means, the perception of the demotivators in the Internet space, the use of different Internet genres by Ukrainian native speakers depending on gender and age.

Each respondent was asked to answer five questions:

1. Do you use symbols or signs instead of the words in your Internet communication?

2. If you need to express your emotions online will you describe them in the words or use ready-made symbols?

3. Do you shorten your written speech using abbreviations, capital letters or numbers?

4. What are the demotivators used in the Internet communication: a form of mass art, network humor, advertising, a means of communication?

5. What genre of the Internet communication do you use more: email, chat, forum, web-conference, blog, social networking?

The paper aims to summarize and systematize the knowledge of the Internet communication, the ubiquity of which has greatly transformed the communication practice and modern communication culture.

Nowadays, there is an active transition of the society to a new stage of the development, characterized by the digitalization of all the fields of life and activities. The formation of the digital society leads to the changes in people's relationships, which are manifested in the popularization of such a method of communication as the Internet communication.

It is defined as a type of the communication in which the information is transferred through the Internet channels using standard software tools and information presentation methods¹².

¹² Marcoccia M. The internet, intercultural communication and cultural variation. *Language & Intercultural Communication*. 2012. Vol. 12. Issue 4. P. 360. DOI: 10.1080/14708477.2012.722101. URL: <https://www.tandfonline.com/doi/full/10.1080/14708477.2012.722101?scroll=top&needAccess=true&role=tab> (accessed: 09.10.2022).

Based on the scholarly work of the researchers, we can say that the communication does hold an important place in the life and work of every human being. The process of the communication development has existed since ancient times, and to this day it continues to evolve. The act of the communication must be sustained at all times. It must be literate, properly structured, and intelligible. Only then the communication between people will have the right effect¹³.

The Internet communication as a means of cross-cultural communication seems the most justified in the framework of this study.

This type of communication, or virtual communication, is the computer-mediated communication between two or more people, characterized by invisibility of the communicants, written form of messages sent, possibility of the immediate feedback, as well as mutual action or exchange of electronic messages and the right of access to information.

It is hardly possible to equate the Internet communication with the virtual one. The computer-mediated communication is only one of the conditions for the realization of the conversation on the Web.

A person can also participate in the Internet communication when going online not to communicate but to search for information, and this component cannot be excluded from the concept of this phenomenon.

The concept of the network society is widely used to describe the distinctive aspect, in the era of information revolution. Network organization has an impact on the economic, political, social and cultural transformations in the modern world.

The network communicative structure reflects the way of thinking and living of the individuals in the information society. The network society is shaping a multilevel globalization – also through the effective operation of the social networks.

The phenomenon of the social media and its impact on the social, cultural and political processes in a globalizing world is obvious.

The key feature of the global civil society is the growing popularity of the social networks. The characteristics of the new society in the cyberspace can be the significant attempt to describe and understand the nature of online contacts and their influence on the formation of the new civil society in a globalizing world.

Today the social media are global media tools for the social cooperation on a planetary scale. The unprecedented exponential growth of the networks in quantitative and territorial dimensions is a strategic

¹³ McLuhan M., B.R. Powers *The Global Village: Transformations in World Life and Media in the 21st Century*. Oxford University Press, 1992. P. 118.

informational and operational resource for the expansion and consolidation of the global civil society.

The social media have transformed the way we communicate. The speed, ubiquity and rapidity of the information has attracted the particular attention and approval of those who spend most of their time on the Internet and constantly use the gadgets connected to it.

The reasons for turning to the Internet as a communication tool can be the lack of saturation with communication in the real contacts. In such cases the users quickly lose the interest in the Internet communication when opportunities to meet their respective needs in real life arise¹⁴.

There is the possibility to exercise personality traits, to experience emotions which are not possible in real life. In addition we can mention the characteristics of the communication via network – anonymity, non-rigid normativity, the uniqueness of human perception and the desire to experience certain emotions.

The Internet communication is not only characterized by an active transformation of the natural language and the development of the new expressive means and communicative strategies. There are other graphic systems that mark the non-verbal side of the communication.

The emoticons are an invention of the Internet community that has recently spread on the chat rooms, forums and Internet-pagers. They are actively used, for example, in advertising: to create adverts, commercials, etc., that are not directly related to the Internet¹⁵.

On the Web, the content of the communication is largely identical to the content of the traditional oral communication. The laws of the oral communication influence the genre specificity of the electronic one, the attitudes of the communicators, and the choice of the language means.

The expression of the emotions has become the option that was impossible for the natural language in its written form. The content of the oral communication is always emotionally rich. In traditional oral communication, people are able to observe each other's emotional state either directly (through visual contact with each other) or indirectly.

The Internet users, creating new graphemes based on a combination of the keyboard symbols, are striving to make greater use of the computer as

¹⁴ Thurlow C, Lengel L B, Tomic A Computer-mediated communication: social interaction and the internet. Thousand Oaks, CA: Sage Publications, 2004. P. 133.

¹⁵ Craig D. Instant Messaging: The Language of Youth Literacy. *The Boothe Prize Essays*. 2003. P. 121. URL: https://www.macmillanlearning.com/studentresources/highschool/english/easywriterhs4e/student_writing_models/craig_instant_messaging_the_language.pdf (accessed: 05.12.2022).

a symbolic machine: to express meanings not only with the words of the natural language but to create the additional symbols-abbreviations.

Thus, it can be argued that the system of the special sign-substitutes for non-verbal means of information transmission in the Internet communication is undergoing a peculiar evolution¹⁶. Its development is going along the way of making the sign as simple as possible, up to the point that the user doesn't have to remember the shape and lettering of the sign that can be chosen from the list.

To identify the use of the symbols in the Internet correspondence we have conducted the study. 180 people participated in the sociolinguistic survey, 90 women and 90 men at the ages from 16 to 30. The participants were divided into groups based on the gender and age. They were asked the question: Do you use the symbols or signs instead of the words in your Internet communication?

Having analyzed the data obtained, we have got the following results (Table 1).

Table 1

The use of symbols and signs in the Internet communication

Age	Words	Symbols
Men, %		
16-20	27	73
21-25	35	65
26-30	39	61
Women, %		
16-20	25	75
21-25	32	68
26-30	38	62

The study has shown that the young people aged 16–20 use more signs instead of the words. This can be applied to both women and men. The indicators of the 21 to 30-year-old group are almost identical.

According to the results of the study we can conclude that the Ukrainian young people use many symbols and signs in writing which can replace the words, and it is connected with time saving.

The same participants were asked another question about the expressing of their emotions in online communication. All the participants

¹⁶ Zantides E. *Semiotics and Visual Communication: Concepts and Practices* Cambridge: Cambridge Scholars Publishing, 2014. P. 112. URL: <https://www.cambridgescholars.com/resources/pdfs/978-1-4438-5468-9-sample.pdf> (accessed: 19.10.2021).

answered the question: If you need to express your emotions in online communication will you describe them in words or use ready-made symbols (emoji, emoticon)?

The results have not changed the general tendency of the online communication to be a new linguistic phenomenon that combines verbal and non-verbal means to express the emotions. It simplifies the task for the interlocutors and makes the communication easier and faster. (Table 2).

Table 2

The expression of the emotions in the Internet communication

Age	Words	Symbols (emoji, emoticon)
Men, %		
16-20	7	93
21-25	18	82
26-30	21	79
Women, %		
16-20	5	95
21-25	14	86
26-30	18	82

The survey data have shown that the use of the ready-made symbols far exceeds the use of the words to express the emotions. This is most likely due to the proliferation of the social media in the modern society, where expressing appreciation and emotion play an important role.

Moreover, we can see that the participants in the first age group have the highest number of the positive responses regarding to the use of the emotional symbols.

The main purpose of using such a sign system is to save the time devoted to the communication. The lack of the time is a feature of the modern society, and the language, accordingly, is adapting to the new conditions of its functioning¹⁷.

The language of the Internet is essentially the language of the Ukrainian youth slang, which also undoubtedly has an impact on the written communication of the Internet users.

Thus, we can conclude that Internet communication is the most popular in the world. This type of the communication requires rapidity in the writing of the messages, so letters are short and succinct. Hence the reliability of the verbal communication becomes extremely low. Also, the

¹⁷ Thurlow C, Lengel L B, Tomic A Computer-mediated communication: social interaction and the internet. Thousand Oaks, CA: Sage Publications, 2004. P. 79.

speech on the Internet is very brief; there are a lot of abbreviations and substitution of notions. Slang, developed by the Internet users, passes into the common vocabulary¹⁸.

The rise of the web technology, online chats, mobile messaging, emails have helped shape the way we communicate. The words, short terms, acronyms, phrases and memes have almost helped to foster a new language that defines the culture of the Internet¹⁹.

For example, *LOL* (*laughing out loud, laughing out loud; or laugh out loud, laughing out loud, or lots of laughs, a lot of laughs*) is an English-language acronym, an Internet meme. The term is used in online communication primarily to express laughter in writing. There are many other abbreviations: *BF* (*boyfriend*), *BFF* (*best friends forever*), *IRL* (*in real life*), *4U* (*for you*), *IDK* (*I do not know*), *OFC* (*of course*), *Y* (*why*), *JK* (*joke*), *HRU* (*How are you?*), *4ever* (*forever*), *ILU* (*I love you*), *IMU* (*I miss you*), *L8R* (*later*), *GR8* (*great*).

According to the aspect of the written speech shortening all the respondents were asked the question: Do you shorten your written speech using abbreviations, capital letters or numbers? (Table 3).

Table 3

**The use of shortened words and abbreviations
in the Internet communication**

Age	Positive answers	Negative answers
Men, %		
16-20	2	98
21-25	5	95
26-30	9	91
Women,%		
16-20	2	98
21-25	4	96
26-30	8	92

The results have shown the high level of the use of the new language phenomena when people write the shortened words using abbreviations, capital letters and numbers. All the participants do it in their texting.

¹⁸ Anderson D. Global Linguistic Diversity for the Internet. *Communications of the ACM*. 2005. Vol. 48. Issue 1. P. 27. DOI: 10.1145/1039539.1039562. URL: https://www.researchgate.net/publication/220420474_Global_linguistic_diversity_for_the_Internet (accessed: 18.11.2022).

¹⁹ Castells M. *The Internet Galaxy: Reflections on the Internet, Business and Society*. Oxford: Oxford University Press, 2001. P. 189.

In this case we can admit that the new rules of online writing are being developed.

In the last decade, so-called Internet memes have become widespread in the Internet communities. This is a unit of information, an object previously little known and usually unexpectedly becoming popular by spreading from one person to another through the Internet to describe the processes of the storage and distribution of certain cultural elements²⁰.

The memes are the information, but the functioning of memes has consequences. They are the objects that copy themselves. The informational content of a particular meme affects the probability with which it will be copied, producing its main option²¹.

With the popularization of the Internet the memes have received a new environment for dissemination and formed the basis of a special social phenomenon – the Internet memes. It can be a single phrase, text, media file voluntarily transmitted by the users to each other.

The social networks have also proven to be a favorable environment for the spread of the Internet memes, in which these phenomena have acquired the status of the special language of the users. For example, in the last two or three years, so-called demotivators, or demotivational posters, have become widespread in the Internet space.

A picture in a black frame with a caption-slogan at the bottom is what a demotivator is. However, despite their seemingly strict minimalism, these pictures are polyfunctional both by their nature and by the nature of their dissemination in the Internet communities²².

The demotivators appearing in the social networks are a complex socio-cultural phenomenon of the Internet communication, possessing genre-defining and genre-forming features (formal and content features of the text of a polycode nature) and serving a variety of purposes of organizing the communicative space of the social network, and therefore steadily arousing the research interest.

In the absence of the special studies devoted to this problem, we turned to the users themselves. The results of the survey, where 180 people participated have shown that the users believe that the demotivators are a

²⁰ Barlow J.P A Declaration of the Independence of Cyberspace. URL: <http://editions-hache.com/essais/pdf/barlow1.pdf> (accessed: 03.12.2022).

²¹ Castells M. *The Internet Galaxy: Reflections on the Internet, Business and Society*. Oxford: Oxford University Press, 2001. P. 82.

²² Baron N. Instant Messaging and the Future of Language. *Communications of the ACM*. 2005. № 48. P. 30. URL: https://www.researchgate.net/profile/NaomiBaron/publication/220424372_Instant_messaging_and_the_future_of_language/links/53f7d1c60cf2823e5bdbd667/Instant-messaging-and-the-future-of-language.pdf (accessed: 06.12.2022).

form of mass art, network humor, advertising, and a means of communication (Table 4).

Table 4

The perception of the demotivators in the Internet space

The type of the demotivators	The number of the answers, %
A form of mass art	15
Network humor	20
Advertising	15
Means of communication	50

As we can see in most cases, the demotivators are perceived as a means of communication.

The demotivators are a relatively new hybrid genre of the communication, widespread in today’s virtual youth culture. The original definition of this genre can be formulated as follows: a demotivator is an image consisting of a framed graphic component and a slogan explaining it, created according to special rules.

Having become a means and form of the communication of the modern youth, the demotivators perform various functions: communicative, cognitive, emotional-expressive, voluntaristic, metalanguage, ideological, aesthetic, and axiological²³.

In the absence of a specific addressee, the demotivators as an electronic genre are usually aimed at the youth community. The main communicative characteristic of the addressee in this case is plurality and uncertainty.

The semantics of the demotivator is not limited to the expression of the information with the language means. The image here is a strong visual stimulant, designed to evoke the certain associations in the addressee, to engage in the communicative contact.

The use of the social networks as a means of receiving and transmitting information is a major trend of the modern society. We intentionally chose the social networks of Instagram and Facebook as the objects of our study because they are the most popular Ukrainian networks today.

Having interviewed 180 respondents at the age from 16 to 30, we can state that most of the Internet users visit Instagram and Facebook every day and very few people do it every week (Table 5).

²³ Brown J, Broderick A J, Lee N. Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*. 2007. № 21, P. 16. DOI: 10.1002/dir.20082 URL: https://www.researchgate.net/publication/227668688_Word_of_Mouth_Communication_Within_Online_Communities_Conceptualizing_the_Online_Social_Network (accessed: 19.11.2022).

Table 5

The frequency of the social media use

Age	Every day	Almost every day	Twice a week	Every week
Men, %				
16-20	87	10	2	1
21-25	89	8	1	2
26-30	90	8	1	1
Women, %				
16-20	91	7	1	1
21-25	90	8	1	1
26-30	92	6	1	1

The results indicate that there is the constant Internet communication, and people are involved in it, which provides an opportunity for the development of this new language phenomenon.

Analyzing the language of the social networks, we can highlight its main aspects:

a) the use of the loanwords, predominantly English, to convey the new meanings (for example, the word «page», acquires a new meaning synonymous with the English word “site” or “Internet site” – address and place information storage on the Internet);

b) the process of abbreviation as a type of the compressive word formation.

Also we can admit that the use of the abbreviation with an ordinary word gives it additional connotations (the meaning of irony, joke, and sarcasm)²⁴.

The Internet communication abbreviation system has a number of peculiarities:

- most abbreviations are created on the basis of expanded English-language components: *IMU* – *I miss you*, *HTH* – *hope this*;
- they are derivatives not only phrases: *G8* – *great*;
- formed on the basis of language play: *10X* (*from Thanks*);
- includes various graphic signs – letters, numbers, symbols: *@TEOTD* (*from At The End Of The Day*).

It can be noted that the Internet language is receptive to a new, non-standard and deviant lexical and semantic phenomena, as it is sufficiently expressive.

²⁴ Matusitz J. Intercultural Perspectives on Cyberspace: An Updated Examination. *Journal of Human Behavior in the Social Environment*. 2014. Vol. 24. Issue 7. P. 720.

The specificity of the communication on the Internet contributes to illiterate and thoughtless writing because it presupposes anonymity of the users, which gives more freedom of what they say and do, because the risk of exposure and negative personal evaluation by others is minimal.

As a consequence, the network exhibits the psychological and social risk reduction peculiarity in the process of communication – affective looseness, swearing and some irresponsibility of the communication participants²⁵.

The Internet users, creating new graphemes based on a combination of the keyboard symbols, are trying to make wider use of the computer as a symbolic machine: to express meanings not only with the words of the natural language, but to create additional abbreviations.

The language environment of the Internet is an aggregate of a large number of unconnected areas of the communication that function autonomously, and therefore can be characterized by a large number of genres.

A characteristic feature of the communication between the human participants is the ability to carry out the communicative act anonymously, arbitrarily choosing a participant. It reduces the socio-psychological risks of communication²⁶.

Such communication is also characterized by affectivity, frequent non-compliance literary norms.

The development of the Internet is also affecting the traditional forms of written and oral communication, and is becoming a factor in the development of the communication via the Internet.

The Internet as a new form of communication has an impact on the whole system of the interpersonal communication. The Web of information, partly because of its scale, but also partly because of its orientation, strengthens the factor of anonymity of the communication²⁷.

Thanks to the Internet, the participants of the communication in many cases do not know each other in person and do not plan to get to know each other. According to this fact we can predict a further impact of online progress on the traditional forms of the communication and on its psychology.

²⁵ Craig D. Instant Messaging: The Language of Youth Literacy. *The Boothe Prize Essays*. 2003. P. 123. URL:https://www.macmillanlearning.com/studentresources/highschool/english/easywriterhs4e/student_writing_models/craig_instant_messaging_the_language.pdf (accessed: 05.12.2022).

²⁶ Evans, V. *The emoji code*. Michael Omara Books, 2017. P. 98.

²⁷ Thurlow C, Lengel L B, Tomic A *Computer-mediated communication: social interaction and the internet*. Thousand Oaks, CA: Sage Publications, 2004. P. 118.

The Internet forces us to rethink such classical definitions and categories of the communication theory such as addressee information transmission and on this basis it singles out four forms of communication in the global network:

- 1) asynchronous communication «one to one» communication (email);
- 2) asynchronous communication «many to many» communication (mailing lists);
- 3) synchronous communication «one to one», «one and several», «one to many» communication (chat rooms, forums);
- 4) asynchronous communication where a user usually looks for site to obtain some information; in this case we can talk about communication «many to one», «one to one», «one to many» (websites)²⁸.

In the cyberspace we can distinguish three forms of the communicative interaction: impersonal, which is represented by the user's interaction with the content, interpersonal – determined by the communication interactions of some participants in the communication process with others, and the hyper personal form, which allows us to determine the degree of sincerity of the people involved in the communicative practice.

The communication technologies on the Internet can be divided into two groups on the basis of two physical parameters – the location of communication participants (physical or virtual) and time²⁹.

As a result of their various combinations, it is possible to distinguish four variants of the computer-mediated communication realization: one time/one location (virtual) – chat rooms; one time/different location – ICQ, Internet telephony, computer audio and video conferencing; different time/single location (virtual) – forums, blogs, guest books, messengers, social networks; different time/different location different time/different location – e-mail, mailing lists, teleconferences³⁰.

²⁸ Durant A., Shepherd I. 'Culture' and 'Communication' in Intercultural Communication. *European Journal of English Studies*. 2009. Vol. 13. Issue 2. P. 153. URL: https://www.academia.edu/7946588/Culture_and_Communication_in_Intercultural_Communication (accessed: 23.08.2022).

²⁹ Flanagin A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P 330. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

³⁰ Flanagin A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P. 331. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

Among the main features of the Internet communication there are the following characteristics.

1. The removal of the temporal and spatial restrictions on the virtual communication process.

2. The anonymity of communication, which may lead to a freer form of expressing own point of view, up to and including aggressiveness, mutual insults, sarcasm, as the risk of exposure and personal negative personal appraisal by others is minimal. Hence, there is a desire for typical, non-normative behaviour³¹. The participants in the online communication get an opportunity to realize certain personal traits, try on roles and emotions that are unacceptable or unacceptable in real life interactions.

3. The voluntariness and desirability of the contacts, the choice of interlocutor depending on personal preferences.

4. The predominantly equal status of the participants. The virtual environment is no longer a subject to the conventions and restrictions. The democratic style of the communication dictates a respectful attitude towards all the participants³².

5. The difficulty in expressing the emotional component of the communication due to the lack of the direct means of expression of the feelings and emotions. As a result the compensatory means are used to denote the emotions, such as surrogate, partially typified emotional responses – emoji and emoticons³³.

6. Through the Internet communication it is possible to exchange different texts, sounds, videos, GIF-animations etc. With the development of the technology, most of them have become an integral part of the virtual communication.

7. The unrestricted choice of the language means. The communicators have an illusion of complete freedom and can construct their own world,

³¹ Marcoccia M. The internet, intercultural communication and cultural variation. *Language & Intercultural Communication*. 2012. Vol. 12. Issue 4. P. 360. DOI: 10.1080/14708477.2012.722101. URL: <https://www.tandfonline.com/doi/full/10.1080/14708477.2012.722101?scroll=top&needAccess=true&role=tab> (accessed: 09.10.2022).

³² Marcoccia M. The internet, intercultural communication and cultural variation. *Language & Intercultural Communication*. 2012. Vol. 12. Issue 4. P. 360. DOI: 10.1080/14708477.2012.722101. URL: <https://www.tandfonline.com/doi/full/10.1080/14708477.2012.722101?scroll=top&needAccess=true&role=tab> (accessed: 09.10.2022).

³³ Marcoccia M. The internet, intercultural communication and cultural variation. *Language & Intercultural Communication*. 2012. Vol. 12. Issue 4. P. 355. DOI: 10.1080/14708477.2012.722101. URL: <https://www.tandfonline.com/doi/full/10.1080/14708477.2012.722101?scroll=top&needAccess=true&role=tab> (accessed: 09.10.2022).

which is not similar to the real one, but exactly meets their needs, tastes and interests³⁴.

8. Speech homogeneity. The speech of the virtual identities uses a special communicative code which can be understood only by their own.

Another feature of the speech communication in a small group is the prevalence of evaluative and characteristic words in the online communities where people are united by common experiences and interests.

The written version of the language is used to communicate in the online environment. However, in the context of the interactive online communication the pace of speech is close to its oral variant.

The virtual communication has its own syntactic features, among which there are the key characteristics: 1) the intermediate position of the Internet communication between the written and oral forms of speech; 2) the use of hypertext as a form of organizing a statement.

The contrast between the oral and written speech in the electronic communication implies taking into account not only coding type (graphic – audio), but also the concept of the utterance³⁵.

On the one hand, the electronic communication combines the features of the written speech. On the other hand, the absence of the paralinguistic features, the use of elliptical constructions, the transposition of the parts of speech, the violation of syntactic norms, as well as characteristics such as spontaneity, colloquial constructions make it different.

The text has a number of the features that bring it closer to the oral form of speech. Thus, the text, as the result of the virtual communication, is a peculiar synthesis of the written and oral forms of speech, or, more precisely, a written record of the oral speech³⁶.

The Internet communication is a special communicative medium. It is worth mentioning that it is not just a mass medium but a means of cross-cultural communication.

³⁴ Naqvi M, Li S, Jiang Y S, Naqvi M. H. A. The rise of social networking sites An empirical investigation applying demographic differences and the technology acceptance model. *Asia Pacific Journal of Marketing and Logistics*. 2019. № 32. P. 240. DOI: 10.1108/APJML-01-2019– 0029

³⁵ Flanagan A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P. 333. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

³⁶ Zantides E. *Semiotics and Visual Communication: Concepts and Practices* Cambridge: Cambridge Scholars Publishing, 2014. P. 223. URL: <https://www.cambridgescholars.com/resources/pdfs/978-1-4438-5468-9-sample.pdf> (accessed: 19.10.2021).

The Internet is becoming not just a mass communication medium, but a global one, transcending national boundaries and merging the information resources into a single system.

In recent years, the virtual communication has increasingly replaced the real communication. It forms a new field of the information interaction, and gives rise to the new types of the relations.

The main types of the communication on the Web are the following:

1) real-time communication (so-called «chat»): with one interlocutor (a specific channel is chosen for such communication) with a large number of people at the same time;

2) the communication in which the messages arrive to the addressee with a delayed arrival of a single interlocutor (e-mail, messengers);

3) the communication with many people-participants of a teleconference (newsgroup)³⁷.

The communication via the Internet is arranged in such a way that at one pole there is a professional information producer and on the other pole there is always a mass subject, pre-determined by the number of the anonymous users.

The poles are often gravitating towards anonymity in the media environment, so there is so much information on the Internet, the origin of which is unknown³⁸.

The Internet technology makes the communication cross-border. On this basis the Internet can fulfill the social and creative function, the formation of the new communities with a shared information base and a value-normative foundation³⁹.

The general thrust of the media development is to establish a hierarchical (horizontal, equal) order in place of a hierarchical (vertical, dominated by one of the subjects of communication) one. There is a transition from to a one-way to a two-way model of communication⁴⁰.

³⁷ Turkle S. *The Second Self: Computers and the Human Spirit*. The MIT Press Cambridge, Massachusetts London, 2005. P. 185. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

³⁸ . Marcoccia M. The internet, intercultural communication and cultural variation. *Language & Intercultural Communication*. 2012. Vol. 12. Issue 4. P. 360. DOI: 10.1080/14708477.2012.722101. URL: <https://www.tandfonline.com/doi/full/10.1080/14708477.2012.722101?scroll=top&needAccess=true&role=tab> (accessed: 09.10.2022).

³⁹ Naqvi M, Li S, Jiang Y S, Naqvi M. H. A. The rise of social networking sites An empirical investigation applying demographic differences and the technology acceptance model Asia Pacific Journal of Marketing and Logistics. 2019. № 32. P. 240. DOI: 10.1108/APJML-01-2019-0029

⁴⁰ McLuhan M., B.R. Powers *The Global Village: Transformations in World Life and Media in the 21st Century*. Oxford University Press, 1992. P. 79.

In the context of the Internet communication, the audience can participate in the production and exchange of the information, also among themselves. The audience ceases (if they wish) to be only the recipient of messages. However, here the use of the interactive opportunities will never overcome the natural separation of the roles.

When analyzing the function of the Internet communication, we should distinguish between the concepts of the interactivity and feedback. The feedback is a reaction, a response of a subject to an information impact. It is a specific feature of the communication in the electronic environment that can be considered in its different genres⁴¹.

It is commonly known that the speech genre is understood as a typical form of speech which represents the functional style (discourse format) and is based on the diverse constitutive features. There are six genres of the Internet communication (or the types of the Internet communication resources).

Email involves asynchronous communication one-to-one or one-to-many in the case of mailing list. The email is a type of the interaction where people can, using mail program, sends messages within a single mainframe. As type of the Internet communication and the cross-cultural communication the email according to the literary norm is written in Latin alphabet⁴².

Discussion groups or forums are the asynchronous communication by «many to many», providing communicators to create themes in suggested sections for the further discussion. It is believed that people's opinions on the forums are more honest and, therefore, have a higher degree of trust in them.

The forums are the places where people can leave a message, reply to a question they have asked, or post their own topic for discussion. The information left will be available to other forum visitors indefinitely. The forum can be compared to a large board in a room, on which, once logged in, each visitor can leave a text⁴³. The time between writing and being read by other visitors allows the forum administrators (moderators) to edit or

⁴¹ Anderson D. Global Linguistic Diversity for the Internet. *Communications of the ACM*. 2005. Vol. 48. Issue 1. P. 28. DOI: 10.1145/1039539.1039562. URL:https://www.researchgate.net/publication/220420474_Global_linguistic_diversity_for_the_Internet (accessed: 18.11.2022).

⁴² Turkle S. *The Second Self: Computers and the Human Spirit*. The MIT Press Cambridge, Massachusetts London, 2005. P. 313. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

⁴³ Turkle S. *The Second Self: Computers and the Human Spirit*. The MIT Press Cambridge, Massachusetts London, 2005. P. 217. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

delete unwanted posts. This mode helps to keep the forum tidy and rid it of unwanted visitors. This feature of forums has earned them a good reputation as a place for thematic and civilized communication⁴⁴.

Web conferencing is a synchronous exchange of messages on a given subject that can be used mostly in the educational process.

Chats are the exchange of the synchronous communication «many-to-one». The chat is the fastest and most interactive communication, when a person is as if in a virtual room with several other people present at the same time. The communication takes place in real time, every phrase typed through the keyboard is immediately visible to all the chat visitors. Besides the nickname, which is a distinctive feature of the person in a chat room, different variants of text design (colour and size) as well as personal phrases, expressions and quotes can be used. Newcomers try to attract the attention of chat room visitors by active nonsensical remarks and foul language, which creates a special atmosphere that alienates the intelligent part of the Internet audience.

The chat communication does not do without corporeality. First of all, the «emotional deficit» is compensated in a certain way by the introduction of the surrogate, partially typified emotional reactions—«smiley faces» (from English «smile»), which became extremely widespread, as well as the writing of a phrase or part of a phrase to use⁴⁵.

The chat rooms consider the important features of chat room language to be conciseness, clarity, simplicity. The graphic means of expression (emoticons) are used as well as loanwords and youth slang⁴⁶.

At the lexical level in the language of the chats, there is a sufficient number of the English words (*message, crazy, taste, friend, style, fashion, story, sorry*).

One of the lexical features is the large number of interjections that are used by chat room visitors to increase the emotionality of their utterances: «Hey!», «Hi!».

⁴⁴ Montepare J. Nonverbal Behavior in the Digital Age: Explorations in Internet Social Communication. *Journal of Nonverbal Behavior*. 2014. Vol. 38. Issue 4. P. 410. URL: https://www.academia.edu/31175751/Nonverbal_Behavior_in_the_Digital_Age_Explorations_in_Internet_Social_Communication (accessed: 24.09.2022).

⁴⁵ Flanagan A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P. 327. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

⁴⁶ Matusitz J. Intercultural Perspectives on Cyberspace: An Updated Examination. *Journal of Human Behavior in the Social Environment*. 2014. Vol. 24. Issue 7. P. 720.

In order to save time and space when communicating in the chat rooms people use a lot of abbreviations which are understood only by the visitors of these chats, and without consulting with the native speakers we wouldn't understand many of them: *WM* – wait a minute, *F2F* – face-to-face.

Youth slang is often used to heighten the emotionality of the speech and increase the barrier between the language of youth and the standard language.

The important part of the chat language is graphics. Besides the traditional means of expressiveness (italics, bold type, punctuation marks), in the chat rooms there are specific graphic means⁴⁷.

The participants of the communication in the chat rooms are mostly young person from 16 to 25 years old, who create their own Internet language, not always understandable to the external users, which is full of the slang expressions, English loanwords, interjections, abbreviations, graphic elements.

Blogs are the diaries, where the readers can post the comments. The language of the blogs is characterized by the presence of a certain number of metaphorical and metonymic transpositions, which are a striking feature of the author's style and language in the blogs, as well as a means of the emotional evaluation and effective guiding (both conscious and unconscious) influence among the blog users.

The blogs are characterized by a lot of loanwords and Internet memes. The blog is more and more often the subject of the study of linguists, psychologists, specialists in the contemporary mass culture.

The technology of the blog is a potential mediator, encouraging the writing of authoring tests and the exchange of the emotions and reflections through the Internet. At the same time, the blogs also have a professional significance⁴⁸.

⁴⁷ Bushnell C. Kemp N., Martin F. Text-Messaging Practices and Links to General Spelling Skill: A Study of Australian Children. *Australian Journal of Educational and Developmental Psychology*. 2011. № 11. P. 35. URL: https://www.researchgate.net/publication/228760091_Text-messaging_practices_and_links_to_general_spelling_skill_A_study_of_Australian_children (accessed: 13.10.2022).

⁴⁸ Bushnell C. Kemp N., Martin F. Text-Messaging Practices and Links to General Spelling Skill: A Study of Australian Children. *Australian Journal of Educational and Developmental Psychology*. 2011. № 11. P. 36. URL: https://www.researchgate.net/publication/228760091_Text-messaging_practices_and_links_to_general_spelling_skill_A_study_of_Australian_children (accessed: 13.10.2022).

The largest part of the blogs is so-called online diaries with the personal content. The sense of such diaries is to write about one's life and to put what one has written on public display⁴⁹.

Social networks are organizing communication of the groups of people with the similar interests (Facebook, Instagram etc.).

The social networking sites have recently become quite popular Internet spaces specializing in networking services between the users⁵⁰.

All the sites can be divided into three categories.

1. The first category is made up of the sites devoted to maintaining the contact with the people we already know.

2. The second category is made up of the sites with an opportunity to create your own page on the Internet, telling about its owner (his personality, life and interests).

3. The third category consists of the sites which have their distinctive feature because they have been created⁵¹

The users live in the virtual world: all their actions have a game character.

Speaking of the changes that the social networks have brought to the language, we can highlight the following general characteristics: the specificity of the language of the Internet; the Internet discourse as a special intermediate modus between the oral and written speech; a special stratum of the Internet vocabulary (tracker, public, repost); high intensity of the changes in the vocabulary and grammar of the language; the significant influence of English; the specifics of the communication in the social network – posts, comments, likes⁵².

We can conclude that the users of the social networks often use such elements that are designed to increase the emotional component of their messages.

⁴⁹ Montepare J. Nonverbal Behavior in the Digital Age: Explorations in Internet Social Communication. *Journal of Nonverbal Behavior*. 2014. Vol. 38. Issue 4. P. 411. URL: https://www.academia.edu/31175751/Nonverbal_Behavior_in_the_Digital_Age_Explorations_in_Internet_Social_Communication (accessed: 24.09.2022).

⁵⁰ Thurlow C, Lengel L B, Tomic A Computer-mediated communication: social interaction and the internet. Thousand Oaks, CA: Sage Publications, 2004. P. 158.

⁵¹ Zantides E. Semiotics and Visual Communication: Concepts and Practices Cambridge: Cambridge Scholars Publishing, 2014. P. 312. URL: <https://www.cambridgescholars.com/resources/pdfs/978-1-4438-5468-9-sample.pdf> (accessed: 19.10.2021).

⁵² Montepare J. Nonverbal Behavior in the Digital Age: Explorations in Internet Social Communication. *Journal of Nonverbal Behavior*. 2014. Vol. 38. Issue 4. P. 410. URL: https://www.academia.edu/31175751/Nonverbal_Behavior_in_the_Digital_Age_Explorations_in_Internet_Social_Communication (accessed: 24.09.2022).

At the same time, many people use the appropriate English loanwords and write foreign words and phrases⁵³.

The social networks which is very rich in networking slang, is characterized by the use of different abbreviations⁵⁴.

We have conducted the survey where 180 respondents participated. They had to answer the question: What genre of the Internet communication do you use more: email, chat, forum, web-conference, blog, social networking? (Table 6).

Table 6

The use of the Internet communication genres

Age	Email	Chat	Forum	Web-conference	Blog	Social networks
Men, %						
16-20	2	6	2	25	2	63
21-25	1	18	7	9	4	62
26-30	1	20	9	8	5	57
Women, %						
16-20	3	6	4	22	2	63
21-25	2	10	5	7	3	69
26-30	1	15	4	6	3	71

The study has shown that the use of the social media is the main type of the Internet communication regardless of gender or age. The participants of the web-conferences are the young people at the age of 16-20. It is related to the online learning that takes place based on this communication genre.

It was revealed that the respondents regularly use the Internet for the various purposes: for communication, entertainment, necessary information, study, and work.

According to the survey, the most convenient way of communication for the respondents is the social networks.

The power of social networking in the life of the modern people is very great. Many of them are not aware of the extent of this influence. The people trust information from the social media. Thus, it is possible to say

⁵³ Naqvi M, Li S, Jiang Y S, Naqvi M. H. A. The rise of social networking sites An empirical investigation applying demographic differences and the technology acceptance model Asia Pacific Journal of Marketing and Logistics. 2019. № 32. P. 240. DOI: 10.1108/APJML-01-2019- 0029

⁵⁴ Turkle S. The Second Self: Computers and the Human Spirit. The MIT Press Cambridge, Massachusetts London, 2005. P. 218. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

that the social networks have become a kind of the central point of the Internet⁵⁵.

On the Internet, as in the real world, the individuals are organized into certain social groups. There are many different projects with different types of the content for different purposes. The backbone division is done by the projects within which the target audience is divided into informal groups based on gender, interest, age and other characteristics.

The person may have more than one social mask: he/she needs different communication in the first half of the day, communication with friends in the second half, communication related to hobbies, for example, on weekends, etc.⁵⁶.

The set of the masks will vary from person to person, but all of them will have their own characteristics which will influence their behaviour in general. It is clear that a modern Internet user can be registered in several social networks at once, in which he realizes different, often opposite, needs and provides dissimilar information about himself. Increasingly, the users have recently started to register several accounts on the same social network in order to be able to use different social masks⁵⁷.

The social networks help create own ideal image, creating a self-presentation in front of a virtual interlocutor that corresponds to an individual's short-term current needs. The social networks allow the users to realize their desire to look their best and present themselves in the most advantageous way⁵⁸.

These forms of the virtual communication have their own unique traditions and unique requirements for the language in which they are used.

The forums, for example, are the place of the online communication of the group of the authors where the posts are united by the common theme. They are more appropriately written – they are logically structured, complete, and informative.

The Internet environment of the social networks has been shaped by the needs of the people and has become a specific system with its own

⁵⁵ Barlow J.P. A Declaration of the Independence of Cyberspace. URL: <http://editions-hache.com/essais/pdf/barlow1.pdf> (accessed: 03.12.2022).

⁵⁶ Thurlow C, Lengel L B, Tomic A. Computer-mediated communication: social interaction and the internet. Thousand Oaks, CA: Sage Publications, 2004. P. 195.

⁵⁷ Matusitz J. Intercultural Perspectives on Cyberspace: An Updated Examination. *Journal of Human Behavior in the Social Environment*, 2014. Vol. 24. Issue 7. P. 722

⁵⁸ Flanagin A J, Metzger M J. The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information. *New Media & Society*. 2007. № 9. P. 338. DOI: 10.1177/14614448070750155. UR: <https://journals.sagepub.com/doi/10.1177/14614448070750155#:~:text=https%3A//doi.org/10.1177/14614448070750155> (accessed: 25.09.2022).

syntax, punctuation and graphics. It is characterized by openness and mobility because it is constantly being enriched.

It is open and mobile because it is constantly updated with the new communication elements, the possibility of open-ended expression and the speed at which the important information can be accessed to attract the users of all the ages and styles of life.

However, communicators' ability to quickly emerge from the world of the virtual reality and apply their textual literacy skills in practice is increasingly diminished, and this is particularly among the younger generations.

Creating the environment for the development of speech literacy is necessary because only in this way the overall culture of oral and written communication can be enhanced⁵⁹.

The speed and accessibility of the Internet communication between the people has made it possible to use the Internet not only as a learning tool, but also as a means of communication and entertainment.

The virtual communication, which has emerged from the rapid development of the web, has given rise to a special language – the language of the virtual communication. The chat rooms, open forums and personal pages set up on the web are the primary means of the communication among the young people.

In the virtual space everything has its own logic and is formed under the influence of the external and internal factors. Using gadgets is not always convenient: it is affected by the lack of time to type on the keyboard, and we have to cut words and phrases to a minimum, leaving only the most important statements, emotional experiences.

The Internet is a global social and communication computer network designed to meet the individual and group communication needs through the use of the telecommunication technologies.

Language is a flexible, dynamic system that responds to all the social changes. Since the language is a private form of the social activity, the study of the processes occurring in it helps us understand and characterize the transformational processes taking place in the society⁶⁰.

The language is not just a sign, but a complex open self-organizing system, the study of which should be conducted based on the connections

⁵⁹ Zantides E. *Semiotics and Visual Communication: Concepts and Practices* Cambridge: Cambridge Scholars Publishing, 2014. P. 287. URL: <https://www.cambridgescholars.com/resources/pdfs/978-1-4438-5468-9-sample.pdf> (accessed: 19.10.2021).

⁶⁰ Matusitz J. *Intercultural Perspectives on Cyberspace: An Updated Examination. Journal of Human Behavior in the Social Environment*. 2014. Vol. 24. Issue 7. P. 720.

of its elements. The stages of the language development, which are in direct dependence on the stages of the society development, as well as the aspects concerning the internal form of the language reflecting the formation and development of consciousness of its speakers, are of great importance⁶¹.

The basic element in the structure of the human civilization is its communication, especially today, when its role is increasing and the information has become a product of great value. Since the quality of the knowledge of the processes of communication today directly determines the result of any dialogue, its particular importance becomes the study of the general model of the communication: verbal – visual; communicative – metacommunicative; hierarchical – democratic; aggressive – favorable; oral – written; position of a strong – weak speaker; active – passive listener⁶².

The active use of no words communication in the media in everyday life leads to the fact that while preserving the emotional form of expression of certain states, its original meaning is emasculated. It is seen as a consequence of the change in mass consciousness that occurs in society during the transitional periods. We are talking about a state of the society characterized by childishness, disregard for the spiritual, an appeal to play, to the resolution of the tasks set by life⁶³.

In the twenty first century, there has been a tendency to visualize language, to develop visual-imaginative thinking, to bring verbal and visual practices closer. However, the visual bias that has led to the ubiquitous spread and introduction of the visual images and symbols into everyday life, has announced itself much earlier in the artistic reality, anticipating the reality of both science and culture, which allows us to assert the inevitable interplay of language and society⁶⁴.

⁶¹ Montepare J. Nonverbal Behavior in the Digital Age: Explorations in Internet Social Communication. *Journal of Nonverbal Behavior*. 2014. Vol. 38. Issue 4. P. 411. URL: https://www.academia.edu/31175751/Nonverbal_Behavior_in_the_Digital_Age_Explorations_in_Internet_Social_Communication (accessed: 24.09.2022).

⁶² Durant A., Shepherd I. ‘Culture’ and ‘Communication’ in Intercultural Communication. *European Journal of English Studies*. 2009. Vol. 13. Issue 2. P. 152. URL: https://www.academia.edu/7946588/Culture_and_Communication_in_Intercultural_Communication (accessed: 23.08.2022).

⁶³ Turkle S. *The Second Self: Computers and the Human Spirit*. The MIT Press Cambridge, Massachusetts London, 2005. P. 285. URL: https://monoskop.org/images/5/55/Turkle_Sherry_The_Second_Self_Computers_and_the_Human_Spirit_20th_ed.pdf (accessed: 17.11.2022).

⁶⁴ Evans, V. *The emoji code*. Michael Omara Books, 2017. P. 156.

The Internet communication influences the worldview and attitudes of the population, the formation of human attitudes towards the reality, etc.⁶⁵. By providing the society with diverse information, the media help create a picture of the reality, including the standards of behavior, moral norms and values, attitudes towards life, motivations for certain activities, etc.

Today, we can state a sharp negative impact of the Internet on public consciousness, which gradually leads to the changes in the moral and ethical values of society.

The Internet can be seen as a means of developing our intellectual and emotional self-awareness, which will make it possible to further unleash person's creative potential⁶⁶.

The theory processing and generating ideas is an associative process on an associative basis. In this regard, the multidimensional space that is created by the ways in which the information is presented on the Internet (text, sound, picture, i.e. a combination of verbal and non-verbal forms), allows to create more complex semantic and structural links at the level of its components.

The Internet can enable the individual to reject finite reasoning and optimize cognition of the real world with the help of its means.

The Internet is a powerful tool that allows us to develop a more complex, structural and semantic linkage between the real and the virtual world⁶⁷.

The Internet is a powerful mass communication tool that makes it possible to link up the groups of users irrespective of their geographic location, gender, age, marital and family status and other significant social characteristics.

Nowadays, the Internet creates a special character of the society integration, erasing distances and blurring the boundaries between the people.

⁶⁵ Crystal D. Language and the Internet. Cambridge University Press, 2004 P. 175. URL: http://medicine.kaums.ac.ir/uploadedfiles/files/language_and_%20the_internet.pdf (accessed: 30.10.2022).

⁶⁶ Crystal D. Language and the Internet. Cambridge University Press, 2004 P. 182. URL: http://medicine.kaums.ac.ir/uploadedfiles/files/language_and_%20the_internet.pdf (accessed: 30.10.2022).

⁶⁷ Craig D. Instant Messaging: The Language of Youth Literacy. *The Boothe Prize Essays*. 2003. P. 125. URL: https://www.macmillanlearning.com/studentresources/highschool/english/easywriterhs4e/student_writing_models/craig_instant_messaging_the_language.pdf (accessed: 05.12.2022).

The Internet communication has such characteristics as verbal activity, the lack of norms and etiquette of communication, emotionality of communication⁶⁸.

CONCLUSIONS

The Internet language is a complex of phonetic, lexical, phraseological and grammatical means, the specific features of which are formed under the influence of the Internet environment.

The computer-mediated communication is the communication between the people in which the messages are exchanged using the computers connected to a network.

The computer is not only as a means of communicating a message, but also as a means of influencing communication. The Internet communication can be both personality-oriented (e-mail correspondence) and status-oriented (communication in conferences). It contains attributes of many types of discourse: business, scientific, pedagogical, advertising, political, as well as signs of everyday communication⁶⁹.

In general the verbal communication on the Internet which proceeds in the real time, is interactive and can be realized in written form. Indeed, the Internet gives the possibility to the new forms of the communication and brings into our lives a new reality that needs to be labeled⁷⁰.

On the lexical level, it includes the use of slang expressions, acronyms and abbreviations, which serve as a means of time and effort in the process of the communication and act as a marker of belonging to a certain group. Often the abbreviations are subjected not only to individual words and word combinations, but also the whole sentences.

The Internet language is a new language of communication. The notions of the Internet discourse, computer discourse, electronic discourse are identical concepts that denote both the exchange of information and the communication between the people through different gadgets.

⁶⁸ Barlow J.P A Declaration of the Independence of Cyberspace. URL: <http://editions-hache.com/essais/pdf/barlow1.pdf> (accessed: 03.12.2022).

⁶⁹ Brown J, Broderick A J, Lee N. Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*. 2007. № 21. P. 19. DOI: 10.1002/dir.20082 URL: https://www.researchgate.net/publication/227668688_Word_of_Mouth_Communication_Within_Online_Communities_Conceptualizing_the_Online_Social_Network (accessed: 19.11.2022).

⁷⁰ Bushnell C. Kemp N., Martin F. Text-Messaging Practices and Links to General Spelling Skill: A Study of Australian Children. *Australian Journal of Educational and Developmental Psychology*. 2011. № 11. P. 35. URL: https://www.researchgate.net/publication/228760091_Text-messaging_practices_and_links_to_general_spelling_skill_A_study_of_Australian_children (accessed: 13.10.2022).

In this context it is advisable not to oppose these areas, but to perceive their specificity in functional unity and consider them within the electronic communication.

Speaking about the computer communicative environment as a new medium of communication, it should be noted that it combines the features of the oral and written communication. There is a new form of the language interaction – written speech, which is successfully implemented, along with forums, blogs, conferences, electronic correspondence, and chat rooms.

This form of the communication has a specific language, in which some violations of the norms of the written speech at all the levels of the language can be seen. However, at the same time it is already possible to talk about the peculiarities of the language of the electronic communication.

The era of the digital technologies has influenced the development of a new type of the communication, namely the Internet communication, which is especially evident in the communication of young people. The Internet language has its own characteristics and genres, which differ from literary language by the presence of non-verbal signs of written speech and a high degree of emotionality.

The research data have shown that the young people have mastered the tools of the Internet communication at a high level. They use different genres of the Internet language, where the most popular are social networks, which have their own specific characteristics. Also in the Internet communication people give preference to the non-verbal means of the communication and signs to express their emotions.

Since the Internet communication has become a part of everyday life, we can argue that this phenomenon as a special type of the communication of the digital society has the chance to influence the literary language; taking into account the fact that language tends to economy of its means.

The Internet communication has become a part of the global interethnic communication, which is dictated by the requirement of the development of the society at this stage.

SUMMARY

The Internet communication has become an integral part of the society at the beginning of the 21st century. Many people are involved in the process of the digital communication, which has its own characteristics and differs from the literary language and live speech. This new phenomenon in most cases proceeds in writing with the use of non-verbal means.

The main hypothesis of the study is the development of the new global language caused by the Internet communication.

The relevance of the study is the need to describe a new linguistic process. The research has been conducted with the help of different indicators: the use of non-verbal means in the Internet communication, the analysis of various Internet genres by the Ukrainian speakers according to the gender and age.

The results have shown that the Ukrainian speakers are aware of all the genres of the Internet communication, prefer to replace the words with the symbols and abbreviations, which shorten the process of information transmitting and makes it fast and convenient.

The Internet communication has become a means of the global international communication in the era of the society digitalization.

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