

Section 4. Philology and linguistics

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SOCIOLINGUISTIC PHENOMENON OF THE INTERNET LANGUAGE AND ITS ROLE IN FORMATION OF NEOLOGISMS

Abstract. The emergence of the Internet creates a new environment for the functioning of the language, a network language arises, which then penetrates into the national language. This language is characterized by its linguistic features, among which the most characteristic are the lexical properties of the Internet.

Keywords: internet, discourse, neologism, communication, phenomenon.

The Internet is now the most comprehensive source of information that is known to exist in the history of humankind. This is an undeniable truth. It is feasible to utilize the Internet not only as a tool for learning, but also as a tool for communication because of the Internet's characteristics, which include the effectiveness, speed, and availability of communication between users located at both long and small distances. The influence of the Internet as a medium of communication on the language is not felt at all levels of the language system: it is fixed, first of all, at the level of vocabulary, and also affects word-formation models, punctuation and spelling norms, features of the syntactic structure, ways of organizing and structuring the text, communication strategies and etc. David Crystal, a British linguist, declared a "language revolution" in light of the significant shift in communication patterns that has been brought about by the emergence and development of new means and channels of communication. He drew parallels between the advent of the Internet and the invention of printing by Johannes Gutenberg or the

emergence of writing. In other words, he compared the advent of the Internet to the emergence of writing [2, 56].

Researcher A. I. Gorcheeva characterizes the Internet language as a "subsystem-nugget" of the literary language, which appeared in the early 90s of the XX century and marked the emancipation of speech behavior. The key concepts of this subsystem were informality and vernacular, as well as deliberate violation of speech norms. She also views Internet language as a sociolinguistic phenomenon. Considering the Internet language as the language of a social layer, we can conclude that to a greater extent its emergence and functioning affected young people – the socially most promising layer of society, whose linguistic competence and speech behavior largely determines the direction of development of other social subsystems of the language. Although it is based on standard literary Russian, the Internet language has developed its own set of norms and, like any language, its grammatical phenomena have evolved over the past decade or so [3, 78].

It can be argued that verbal communication is a backbone feature of the Internet as a social reality. Now, basically, the Web appears as a virtual reality, where physical images replace the appearance of communication. With development, this virtual reality acquires the features of a new lifestyle, constantly changing, which, in turn, gives rise to the emergence of new means of communication. As a new form of communication, the Internet has encouraged native speakers to reflect on the choices they make while employing a language. A greater scope is open for human speech creativity. As a result, the study of the core linguistic issue of a person in language now incorporates insights from cognitive, sociology, and culture sciences [1, 58].

With the introduction of the Internet, the fate of the text in society is changing substantially, since in the Internet community, the person-image is equivalent to the text. This is especially evident in chats, where the fundamental human desire for creative self-expression is fulfilled.

Furthermore, chat inhabitants are nearly totally deprived of auxiliary methods such as tone of voice, accents of a message, emotional coloring, tone of voice, strength, diction, gestures, and facial expressions.

So, this global shortage could not but be compensated in a certain way, so communication on the Internet is still not complete without physicality. First of all, the “emotional deficit” was compensated in a certain way by introducing into the virtual discourse partially characterized emotional reactions – emoji or “emoticons” (from the English – smile), which became extremely widespread.

However, this is still a substitute for emotional reactions. Many attempts have been made to assign and fix the designation of certain emotional states for certain emoticons, but they have all been unsuccessful. In fact, today only emoticons inform about the emotionally colored attitude of the author to the text, conveying the direction and degree of his emotions [4, 98].

Thanks to the Internet, the intertextuality of the text began to develop intensively. A change in the

consciousness of a person on the Internet, the formation of a new, networked way of life and thinking significantly affects the language situation. Thus, the combination of the cognitive, sociological and cultural orientation of research in recent years highlights the individual characteristics of the speaking subject. We have considered the Internet language in general from the point of view of sociology. We will also consider this phenomenon from the point of view of linguistics, word formation and culture of speech.

From the point of view of the latter, it seems obvious that the language serving communication on the Internet is undergoing transformation in various aspects: at the level of vocabulary, rules for constructing statements and coherent text, genre and stylistic norms, the ratio of oral and written speech, communicative strategies and tactics [10, 97].

It would be appropriate to speak of the Internet language served by this style as a sociolect, as we have discussed earlier. Sociolect – a set of linguistic features inherent in any social group – professional, class, age, etc. within one or another subsystem of the national language. Like every language, the Internet language has its own productive word-formation methods. Compounding, suffixing, prefixing, abbreviation and other common cases are productive. In a number of cases, there is a noticeable desire to choose word-formation paradigms that are more typical of vernacular.

Internet speech undoubtedly affects the general literary and conversational language, about which Russian linguists have made significant findings. According to M. B. Bergelson, communication is a “bridge” between written and oral speech [1, 58], linguist L. Yu. Ivanov suggested that the language of the Internet is a formation “above sublanguages and separate functional varieties”, unites “many genre subsystems, divided, in turn, into separate genres”, similar to artistic or colloquial speech [5, 140].

Undoubtedly, there is an interaction between the language of the Internet and the national language. On the one hand, the standard vocabulary within

the Internet language is being transformed: ordinary words, signs, symbols are used in a new sense. On the other hand, getting into the world of everyday language, this professional language finds its place in it, quickly spreads, becomes common for members of this society, and is recorded in dictionaries. In everyday conversational language, some Internet concepts are beginning to acquire new fresh meanings.

Virtual personalities can communicate with each other only through written texts that are created in real time and are influenced by spontaneous oral colloquial speech. So, the text and the person in virtual reality become equivalent, therefore, the value of the written text is greatly increased.

The Internet is a special communicative social environment, a special place for the implementation of the language, which has no analogues in the past. V.V. Dankov calls the Internet “a catalyst for the linguistic revolution of the 21st century” [4, 48]. The Internet affects such processes in the language as democratization, the strengthening of the internationality of communication, the cosmopolitan nature of communication in general, as it is global. In turn, under the influence of Internet communication, new trends begin to manifest themselves, unwritten rules of the genre-based stylistic organization of speech and speech behavior that are spreading beyond the Web.

Back in 2010, a researcher of Internet discourse, T. Yu. Vinogradova, described the problems of competition between computer slang and literary language, demonstrated “the claims of the jargon under consideration for the implementation of all basic language functions” [9, 65].

The influence of the language and style of Internet communication on non-network communication and natural Russian language is the subject of an article by N. B. Mechkovskaya on metalinguistic reflection in the age of the Internet, which presents the facts of the expansion of Internet communication and its codes into ordinary communication, natural language. The author names and systematizes these facts, presenting them in order from less to more significant in terms

of the deep penetration of Internet discourse into the fabric of everyday communication. The article also discusses the trends in the development of communication, which are reflected in the originality of the linguistic consciousness of people associated with new information technologies, which “allows you to better see both the prerequisites for the susceptibility of natural languages to the influence of the Internet, and the specific aspects of such influence” [8, 168].

The Internet affects natural (ethnic) languages in two ways: firstly, new words and meanings, as well as speech turns, penetrate into ordinary languages from established computer-Internet sublanguages, and secondly, the Internet strengthens and expands the effect of some long-standing trends in the history of communication:

1) The Internet enhances the metalinguistic reflection of speakers to unique extent and continues to increase the saturation of modern written and oral speech with metalinguistic meanings.

2) The Internet develops hypertext features of speech: a) it enhances the internal structure of texts; b) produces, reveals and emphasizes the external (intertextual) links between texts.

3) The Internet contributes to the complication of natural languages: the number of signs and rules for their combination increases; ordinary (oral and written) communication becomes more complicated; During Internet communication, new “unwritten rules” of speech behavior arise, including those outside the Web.

4) The Internet significantly enhances the internationality of communication.

5) The Internet has a liberal democratizing effect on literary languages and cultural communication [7, 128].

The general patterns characteristic of the functioning of both languages in the Internet environment include the emergence of neologisms to denote new realities of computer technology, the use of reduced forms, abbreviations and slang, the widespread use paragraphemic means for expressive pur-

poses to compensate for the emotional component of communication, violation norms of spelling and punctuation, construction of statements according to the rules of colloquial speech, the use of elliptical constructions, hyper textuality. These patterns are

due, in our opinion, to the peculiarities of the electronic communication environment, the mentality of the most active participants in electronic communication, as well as the principles of saving language resources and verbal-thinking efforts [6, 48].

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