

LINGUISTIC FEATURES OF INTERNET DISCOURSE

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In the modern conditions of computerization and globalization of our society, the Internet is actively penetrating into all spheres of human life. The global network has become a rich source of not only different types of information, but also of a specific communication environment within the framework of which specific linguistic features are created. Some researchers believe that modern development and expansion of information technology is a prerequisite for the emergence of a new “world” – the world of virtual communication, interaction between people in a computer network and mediated communication. In this way, the concept of Internet discourse is becoming a popular subject of linguistic research.

Internet discourse is considered to be a special type of speech, therefore, it is characterized by a wide range of linguistic features.

The aim of this paper is to highlight some of linguistic peculiarities of the Internet discourse.

Material and methods. Material for the research is taken from the TUT.BY Internet forum’s comments and dialogues. We used the following research methods: theoretical analysis of forum’s comments and dialogues, research and generalization of the obtained data.

The Internet forum is a thematic communication. Unlike chats, forums are dedicated to some specific topics. This form of communication has gained worldwide popularity. We can say that the forum is a club of interests, a place on the Internet where people are united by similar hobbies or ideas. They help each other with some tips and advice, share life experience, provide support.

Results and their discussion. One of the most distinct characteristics of the Internet discourse is the negligence of grammar, spelling and lexical norms. Due to the fact that communication on the Web often occurs spontaneously, misprints and various punctuation mistakes are inevitable: *Все о деньгах да о деньгах! Нет чтобы о высоком, моральном, нравственном.* This line illustrates that the content of the message is more important for the users than language accuracy, and they don’t pay attention to misprints, as well as to stylistic and punctuation mistakes. This is particularly true in the case of online forums and chats, where users try to express their thoughts on the spot and they don’t waste time checking the typed line.

However, lexical mistakes are not always made because of carelessness or illiteracy of a user. Quite often words or whole lines are modified and written contrary to the rules of the Russian language on purpose. Such distortions have found their place in Internet slang. One of the reasons for

these distortions is the fact that the Internet vocabulary reflects conversational phonetics, it means, that words are frequently written as they are heard, and their pronunciation can be deliberately beaten to add a comical shade. The most striking examples we have found on the Internet forum are: *превед* – a joking variation of the word *привет*, *пицот* instead of ‘пятьсот’, *пацталом* ‘под столом’, *ничё* ‘ничего’, *ваще* ‘вообще’, *щас* ‘сейчас’, etc.

The next feature of the Internet discourse is the popularity of lexical borrowings mainly from English. The over-saturation of Internet slang with English loan words is partly due to the fact that originally the United States were the creator of the global network, so the first language of the Internet was precisely English. In addition, the prevalence, popularity and relevance of the English language around the world have also played a significant role in borrowing English lexemes to the Internet vocabulary. There are the following examples at the forum: *Если и дальше будут ломать, то это не хулиганство, а перформанс?* (transliteration); *Большинство детей – геймеры* (borrowing words from the English computer jargon); *Нам нужен коннект* (borrowing professional English terms that already have an equivalent in Russian). Also, computer slang is becoming a popular form of slang among people who use computer, employed by both professionals (for example, IT specialists) and other computer users.

The linguistic features of Internet discourse include a large number of abbreviations and acronyms, which are mainly used to save time and space. These language tools have instantly taken root on the Internet, so you can see a lot of vivid examples in most forums: *комп* ‘компьютер’, *спс* ‘спасибо’, *нз* ‘не знаю’, *РБ* ‘Республика Беларусь’, *МО* ‘Министерство Образования’, etc.

This tendency can be explained by the fact that abbreviations and acronyms, just like the Internet slang, help users to identify each other, or to filter out those whose interests do not coincide with their own ones. This also explains the existence of special computer slang dictionaries, where one can find explanations of many expressions and abbreviations.

One of the most specific features of Internet discourse is its emotional component. In order to convey their emotions more clearly, users can turn to the excessive use of capital letters, for instance: *Я б такую скульптуру тоже – если б увидел – СЛОМАЛ БЫ!*; to using a large number of exclamation marks at the end of a phrase: *Да уберите наконец эту гадость!!!*; to reduplicating letters: *Воооот!*; mononuclear sentences-vocatives are also used: *Круто!*

The wish of the users to graphically display emotions has led to a wide use of emoticons, picture-tabs, character-symbol: *Хотели дождь – я дал вам дождь!))*). In this phrase, two parentheses at the end of a line perform an emotive function, not a function of punctuation marks. There may be cases

when a smiley made of punctuation marks can replace certain cues or emotions, for example: “(°_o)” ‘I do not know’, or ‘I’m not sure’.

Emoticons such as smiley faces are a new language that is changing our brain, according to the new Australian research published in the journal “Social Neuroscience”. “Emoticons are a new form of language that we’re producing”, – says researcher Dr. Owen Churches from the school of psychology at Flinders University in Adelaide [1]. He says when we look at an image of a real face, we recognize the position of the mouth relative to the nose and the eyes, and as a result very specific parts of the brain are activated, and almost the same happens when we see emoticons.

Conclusion. Internet discourse as a part of the communicative space has a number of distinctive linguistic features, which are reflected in the speech of the communicants of the Global Internet Network. We believe that the study of linguistic features of Russian-language Internet sites in Belarus is a promising research direction, since it allows to identify the specific traits of virtual language space, as well as to identify some trends in the development and functioning of the Russian language in Belarus.

Reference list:

1. Emoticon language is shaping the brain [Electronic resource] // ABS Science. – Mode of access: <http://www.abc.net.au/science/articles/2014/02/06/3938772.htm>. – Date of access : 12.10.2017/.

**METAPHOR AND METONYMY
(ON THE BASIS OF ENGLISH ADVERTISING TEXTS)**

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The usage of the figures of speech is the most wide-spread and successful way of any language development. The main aim is to create imagery and to motivate reader`s attention. Without expression, it would be poor and inexpressive. The purpose of the work is to show the significance of such stylistic devices as metaphor and metonymy and to determine its appearance on basis of English advertising texts.

The topicality our research lies in the current trends in the study of metaphor and metonymy in the light of various theories. The phenomena of metaphor and metonymy which attract great attention of researchers is not accidental. This is primarily due to common interest in the study of the text in the broad sense of the term (the study of all stylistic functional varieties of the literary language, including the advertising text, conversational style),