А.В. Цейзер
Российский университет дружбы народов

ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ИНТЕРНЕТ-МИКРОБЛОГОВ

Данная работа посвящена изучению особенностей коммуникативного процесса в виртуальном пространстве. На основе структурного анализа, обобщения, наблюдения автором предпринята попытка проанализировать и охарактеризовать особенности компьютерно-опосредованной коммуникации и выявить общие и специфические закономерности речевого поведения пользователей микроблогов.

Ключевые слова: Интернет блог, микроблог, Интернет-коммуникация, язык, компьютерно-опосредованная коммуникация – КОК.

A.V. Tseyzer
Peoples' friendship university of Russia

LINGUISTIC FEATURES OF INTERNET MICROBLOGGING

This article examines the characteristics of the communication process in the virtual space. It is an attempt to to describe, analyze and characterize the features of computer-mediated communication basing on the methods of structural analysis, generalization, observation and to define general and specific regularities of verbal behavior of microblog users.

Key words: Interment blog, microblog, Internet communication, language, computer-mediated communication – CMC.

Introduction

In the modern world, information plays a great role in society. The emergence of the global Internet, one of the processes of informatization, became the reason for transferring a large part of communication, business and personal data to a virtual environment.

Theoretical part

Today, the computer has changed not only the nature of dealing with information, but also our ideas of communication. Therefore, it is necessary to speak about communication, carried out by means of a computer, as a special type of communication. The most common name of this form of communication is computer-mediated communication – CMC (Goroshko, 2009, p. 445).

Let us consider the meaning of Internet communication. Internet communication is a distant communication on the Internet; it is a virtual, fast, brief, free exchange of information between users by using letters, numbers and special symbols, combining oral and written speech; it has a specific context, various objectives and is aimed at mutual understanding.

Internet communication is an integral part of modern life. Thanks to the many genres of virtual communication (forum, chat, Internet diary, e-mail, blog, guestbook, etc.), users can choose the way of communication, appropriate to their objectives and they can communicate using text messages, video clips or images.

Recently, such a genre of Internet communications as Internet microblog has become widespread.

N.A. Ahrenova in the article "Linguistics and Literature. Linguistic features of microblogging" defines a microblog as a

form of blogging that enables users to write short notes arranged in a reverse chronological order, and to publish them; each message can be viewed and commented on by a registered user in a chat mode. These messages can be transmitted in various ways, including text messages, instant messages, e-mail (Ahrenova, 2011, p. 119). The following microblogging types are among them:

- American microblog – Twitter, Jaiku, Tumblr, Pownce;
- Chinese microblog – Sina Weibo;
- Norwegian microblog – Folkstr.

Analysis

Popular social Networks Facebook, MySpace, ВКонтакте also have a microblog function – the so-called "Status update" and "Status" (ВКонтакте). In Yandex blogs the microblog function is called "Change your mind".

Let us consider distinctive features of microblogs. Analyzing N.A. Ahrenova's article "Linguistics and Literature. Linguistic features of microblogging" let us identify specific features of microblogging:

1. The trend of using colloquial speech, one can see a wide use of the language elements of informal communication (colloquial words and phrases, addressing by nick, interrogative and exclamatory sentences, elliptical constructions, using of a large number of short forms, etc.);

2. The highest level of using colloquial speech in all the genres of Internet communication, marked by the following features: it is spontaneous, informal and has the form of a dialogue; it is also characterized by situational fixedness, brevity and expressiveness. As it has the form of a dialogue, this allows the author of the post (separate message in the microblog) to be sure in advance of getting an immediate response from an addressee. This dialogic feature of electronic communications causes their informal system that mimics spontaneous colloquial speech;

3. The use of emoticons and various animation effects, proposed by interface designers to compensate the lack of verbal means of emotional expression;

4. Microblog Twitter has the function of adding information about the place, where a user wrote a tweet (message). This function reflects the trend of IT-technologies – the rapid development of services related to user location. Placing information about the location of the blogger, not only confirms his words, but also makes it geographically referenced content. In this case, the geolocation application (Location Based Services) makes it possible to use user information to find friends in the area (Fedotchenko, Sorokin, & Chabanenko, 2011, p. 14);

5. Microblog Twitter message can contain no more than 140 characters, thus limiting the number of symbols makes the user express thoughts laconically that has a positive effect on the information content of news;

6. Public access to communications;

7. Also on Twitter, one can pose a question to all followers of the resource – this function is called "question for all" and "retweet" (sending of other people's opinions to an unlimited number of Twitter users).

In the modern world, the so-called language of the Internet develops rapidly through Internet communication.

The basic unit of communication on the Internet microblog is a message, the process of messaging is the following: 1) a blogger leaves a message; 2) the message is read by other users (followers) of the resource; 3) the message is commented by followers; 4) The author of the message responds to comments. In other words, microblog communication is characterized by a step mode. Users can also exchange private messages. Comments and messages of the users can be divided for a long period of time, which indicates the asynchronous feature of the

111

microblog communication and the average degree of communication dynamism.

Speaking about the syntactic features of the communication on the Internet microblog Twitter, N. A. Ahrenova notes in her article "Linguistics and Literature. Linguistic features of microblogging" that the message can contain no more than 140 symbols. Therefore, one uses more often simple, elliptical (mostly exclamatory) sentences in the conversation. This makes communication dynamic and gives a sense of a real conversation (Ahrenova, 2011, p. 119).

Speaking about the linguistic features of microblogging, the style of describing a biography in Internet microblogging should also be mentioned. For example, on Twitter, due to the limit of the symbols absolutely everything is reduced, including biographies of users. Usually a biography includes the whole social life of a man in verbal symbols. The account on Twitter is likely not a biography in the usual sense of the word, but a very brief self-presentation. It includes only 160 symbols. When one signs up on Twitter, it is important to put in the biography significance that you want to convey to other users, who will view your page. If a blogger writes, without hiding information about himself, the content of BIO (abbreviation of the English word biography – bio) should be simple, informative and true. If the biography is not completed, a blogger misses an opportunity to find new friends. Studies show that the owners of the accounts with full biographies have more friends than owners of empty ones.

Today the language of the Internet combines the features of written and oral speech. The language of the Internet is a new kind of communication, a new type of discourse - oral-written discourse, as the main form of communication on the Internet has a written form, but all the canons of the written speech are violated, and communication is more informal. Let us point out some features that distinguish the language of the Internet from

written speech. Written speech is always carefully considered, organized, clear, checked and corrected. In this regard, written speech is the closest to the World Wide Web and the farthest to chat rooms and virtual worlds.

Modern electronic texts are different from other texts. They are characterized by inconstancy and synchronicity, as they are available on many computers at once. Electronic texts have permeable boundaries because a text can be in the other texts or contain links to other texts. All these features influence the language, and together with the features of oral and written speech, make the language of the Internet a real third means of communication. There is a special web etiquette, style, allowing misprints, mixing Latin and Cyrillic, abbreviations, the use of transliteration and so on.

Conclusion

The Internet, more than any other way of communication, demonstrates the dependence of the language form of messages on the conditions and methods of communication. For example, communication in microblogs is characterized by considerable informality, and often it has all the features of spoken language: the use of colloquial vocabulary, spoken grammar and syntax. In this regard, one can even speak about some degradation of the language used on the Internet. This happens because the process of uploading a microblog post or instant messaging is very fast, that corresponds to oral communication in an informal atmosphere.

Thus, the analysis of the linguistic features of Internet microblogging demonstrates that the community of Internet users, as well as any social group, has developed and is rapidly developing its own Internet language that is a means of identification; studying this language is an important task.

ЛИТЕРАТУРА

1. Ахренова Н.А. Языкознание и литературоведение. Лингвистические особенности микроблогов / Н. А. Ахренова // Альманах современной науки и образования. – 2011. – № 9 (52). – С. 119–122.

2. Горошко Е.И. К уточнению понятия «компьютерно-опосредованная коммуникация»: проблемы терминоведения [Электронный ресурс] / Е. И. Горошко URL: http://ifets.ieee.org/russian/depository/v12_i2/pdf/11.pdf.

3. Горошко Е.И. «Чирикающий» жанр 2.0 Твиттер или что нового появилось в виртуальном жанроведении / Е. И. Горошко // Вестник Тверского государственного университета. – 2011. – № 3. – С. 11–21.

4. Федотченко Ю., Сорокина Е., Чабаненко К. В социальных сетях. Twitter – 140 символов самовыражения [текст] / Ю. Федотченко / Питер. – 2011. – 144 с.

REFERENCES

1. Akhrenova, N.A. (2011). Yazykoznanie i literaturovedenie. Lingvisticheskie osobennosti mikroblogov [Linguistics and Literature. Linguistic features of microblogging] *Al'manah sovremennoj nauki i obrazovanija, 9 (52),* 119–122.

2. Goroshko, E.I. (2015). K utochneniyu ponyatiya "Kompyuterno – oposredovannaya kommunikatsiya": problem terminovedeniya [To clarify the concept of "computer-mediated communication": problems of terminology] *Retrieved from: http://ifets.ieee.org/russian/depository/v12_i2/pdf/11.pdf).*

3. Goroshko E.I. (2011). "Chirikayushchiy" zhanr 2.0 Tvitter ili chto novogo poyavilos v virtualnom janrovedenii ["Tweeting" genre 2.0 Twitter or what is new in virtual genres]. *Vestnik Tverskogo gosudarstvennogo universiteta, 3,* 11–21.

4. Fedorenko, Y., Sorokina, E., & Chabanenko, K. (2011). *V*

sotsialnikh setyakh. Tvitter – 140 simvolov samovirazheniya [In the social networks. Twitter – 140 symbols of expression], Piter.