Specific Features of Computer-Mediated Communication in Modern Internet Space

Liliya Radikovna Sakaeva, Marat Ajdarovich Yahin
Kazan Federal University

ABSTRACT
The review of Internet vocabulary was carried out as part of a wide range of problems related to the social nature of the language, its social functions, taking into account the impact of social factors on the language and the role of the language in society, in close connection with the development of culture, based on the achievements of sociolinguistics and linguoculturology. The study of Internet vocabulary meets the general orientation of modern linguistics to anthropocentricity, to the need not only to identify the peculiarity of the linguistic features of vocabulary but also to explain the social and pragmatic factors of using this vocabulary in the communication process.

Keywords: linguistics, communication, media, digital, language, society, Russian, English, anthropocentricity

Introduction
The Internet today is not only an easy and fast way to search for new information but a modern and massive way of communication between people. Along with information, people find work, housing, shop online. In a time of lack of technology, people wrote letters to each other, waiting in the longing for an answer. Nowadays, there is no such need, SMS messages replaced letters, and the message itself and the answer to it come in a split second (Squires, 2010; An sorov et al., 2019). The Internet is characterized as a worldwide network of «computer» satellite communication and information services, which can be connected to millions of users living in different countries of the world and having the appropriate hardware, technical and material conditions.» The Internet was created in 1969 on the basis of the APRANET network (L-i-n-a, 2016; Campbell-Kelly & Garcia-Swartz, 2013; Alyunina & Nagel, 2020). In 1984, NSFNET was created exclusively for communication between universities and computer centers. Like spoken language, the Internet language is also developing every day. If earlier in the language only some special phonetic changes and some changes in vocabulary (borrowings, reduction) could occur, now there is a tendency for new words to appear from the Internet (Baron, 2003; Weinberg, 2020).

These days, it is difficult to imagine life without the Internet. Of course, many people around the world still grow up without an Internet connection, but what is certain is that the Internet has become so ubiquitous in our lives today that it has become an integral part of our lives. Language has always played a valuable and very active role in the formation and expression of identity, and this role has become much more prominent and prominent in the present era, which is the era of the information and communication technologies revolution (Seargeant & Tagg, 2014; An sorov et al., 2019). One of the main reasons for the growing importance of language in the formation and expression of identity through modern technologies is the fading and marginalization of traditional identity indicators such as race, skin color, geographical location, and so on.
In the present age, the possibility of extensive electronic communication via the Internet, along with fundamental advances in sociological views and theories, has broken down physical and geographical boundaries and transformed many of the factors influencing the formation, authentication, and expression of identity. These developments are largely due to the interaction of language, identity, and the Internet (Eisenstein, 2013; McCulloch, 2020).

The present age is the age of the press, mass media, and communication. Our world today is an age of mass media invasion, including radio, television, satellite, cell phones, and the Internet (Danet & Herring, 2007). Today's youth no longer have the limitations of the past. He can communicate with any part of the world wherever he wants, anytime, anywhere. Entering the virtual world, or in other words, living in virtual environments, is a matter of course, and one of the important features of postmodern media is that it is easily available to people with different social styles and norms and over time. The degree of control of families and schools has affected the learning of the new generation as well as the quality and educational orientations of families, schools, and society. Therefore, a balance in these virtual environments requires a set of technical and technological skills (Holt, 2004; Kamal, 2017).

Today, communication methods with others through the Internet have increased. Email, text messaging, chat rooms, websites, and games have become ways to promote and maintain social relationships. Social networks are a new generation of databases that are in the spotlight of global Internet users these days. Such databases operate on the basis of online organizations, and each brings together a group of Internet users with a specific feature. Social networks are considered to be a type of social media that has made it possible to access a new form of communication and content sharing on the Internet. The Internet and its services are not only useful tools for obtaining and exchanging information, but they can also be destructive; in other words, the Internet is a powerful tool that can both cause corruption and provide a means of education and scientific, cultural, and social development for adolescents and young people (Chupryakova et al., 2019).

New communication and information technologies lead to the formation of new communities and identities. In a society that relies on communications based on the printing, television, and telephone industries, the mode of production is such that it makes identities wise, useful, and self-sufficient. But in the information society, a society dominated by electronic communications; Unstable, multi-layered, and scattered mentalities and identities emerge. In the Second Age of Media, Mark Pasteur emphasizes that in the new era dominated by the Internet and electronic communications in society, it is data and information, or more accurately, these virtual communities that make individuals' identities the new means of information. And communication, as a result of the changes they make to today's human perceptions, puts identities in a whole new state that is different and even contradictory to the past. Identity in the virtual communities of the information society is moving in the direction of transnationalization. In fact, communication formed by relying on new means of communication and information reveals a new perspective on understanding the mindset that comes to life in historically tangible forms of speech and action. These connections pave the way for looking at humans as a multi-layered, changeable, passive, and fragmented phenomenon. A phenomenon that designs its formation in such a way that it opposes any establishment of identity. The information society reveals the unstable, changeable, and flexible identity of the new man. In this society, people who do not feel close to their neighbors, locals, fellow citizens, and even their compatriots, but feel the same identity with another person in different parts of the world. National identity in the information society is severely threatened by the emergence of virtual communities, and virtual communities are a threat to real communities. In fact, in virtual communities, people usually have at least one thing in common, and that is the interests and interests that bring them together. These benefits, which are access to information, shape their identity. An identity that is constantly changing and unstable. The identity of individuals in virtual communities is a "digital identity." Land, the indigenous and local language, country, national culture, and race no longer determine the identity of individuals in virtual communities, but rather cross-sectional, limited interests, and in the field of various subjects, bring people together and build their identities.

1.1. Research Objective

In the current study, it was tried to determine the specific features of computer-mediated communication in modern Internet space.

2. Material and Methods

The tasks and the general direction of the study determine the application of appropriate methods: component analysis of the lexical meaning, quantitative analysis. Along with these methods, the contextual method, the method of comparison, is also used in work (Yang, 2007). The methodological basis of the research contains works of domestic and foreign linguists studying the properties of the Internet language as a specific means of communication, predicted the impact of Internet vocabulary on a standard language (Crystal, 2001), describing the language of communication on the Internet of an informal («chat») and formal («conference») nature.
3. Results and Discussion
The Internet is firmly entrenched in our daily lives, but we rarely notice its effect on our language (Sakaeva et al., 2019). With the advent of the Internet in the world, such a concept as Internet culture, the culture of a person’s communication on the Internet, his behavior, the level of man’s upbringing, which manifests itself in communication with other people on the Internet (Radikovna Sakaeva et al., 2019). Internet culture is conditionally divided into external and internal regulation of human behavior on the Internet. External behavior is expressed in the interaction between different groups of people, various social processes in life (Rinatovna Eremeeva et al., 2019). Internal behavior is associated with the individual characteristics of a person. The Spanish sociologist Manuel Castells in his book Galaxy of the Internet wrote that the creators of the Internet formed the culture of the Internet since they were originally the first Internet users (Lagréèe, 2002). The researcher highlighted the multilayered structure of the Internet culture: hacker culture, virtual community culture, and entrepreneurial culture.

The concept of Internet culture defines a system of values, aesthetic norms, a culture of exchange, and storage of information in the communication space, a culture of user interaction. Researcher M. Sveningsson notes that Internet culture represents the values and attitudes that appear online, as well as attitudes that determine the norms of behavior and interaction with people (Chen & Nath, 2016). Isupova (2011) defines Internet culture as a constantly updated, stable set of knowledge, manifestations, achievements of the Internet user, their norms and values that are created on the Internet, and which are part of the general culture of society (Isupova, 2011).

Several decades have passed since the advent of the Internet, during which time the Internet has significantly affected our daily lives. They turn to the Internet for any answer, including questions related to the grammar of a particular language. Print dictionaries are being replaced by online electronic dictionaries (Tameryan et al., 2018). Despite the fact that many words related to computers and the Internet have gone beyond the limits of use only in narrow circles of people, neologisms appear every day.

Computer communication of Russian-speaking users differs in some features: the use of terms; the use of transliteration and transcription of foreign words; playing English vocabulary using Russian; creating new words based on foreign. English terms penetrate the Russian language. If in English the Internet vocabulary is original, then in Russian, there are borrowings of this vocabulary. Today, the most popular application in Russia is Instagram, along with VKontakte. Daily use of this application also leaves a mark in changing the Russian language. Often you have to hear borrowings that appeared thanks to Instagram: «swipe» firmly entrenched in the lips of Russian speakers, turning into the word «script»; words «like/dislike» have not been a neologism for a long time.

The word «messenger» has changed its meaning even in English – today, and it means an application where you can communicate with people daily, make video and audio calls using only the mobile Internet. Therefore, in Russian speech, the frequent use of this word has become the norm. Also, the English word «hype» came to replace the Russian word «hajpit» and almost everyone has heard it. Another striking example is the borrowed word – post – meaning «publish.» Of course, in Russian, the word «publikatsiya» has not been completely replaced. However, due to the simpler spelling of post, this word has gained its significance and popularity.

Internet vocabulary is divided into simple and derivative. Simple words include one–part words: «device,» «driver,» «content;» to complex: «download,» «back-end,» «upgrade.» It is worth mentioning abbreviations, which are often used on the Internet and significantly simplify communication. Abbreviations are quite rare on the Russian–language Internet, while in the English–language version, the use of such is the norm. The most common abbreviation on the Internet: LOL – which literally means «laughing out loud;» IMHO – in my humble opinion. These two abbreviations are often used in Russian, not only on the Internet but also in everyday life.

As the study showed, the most commonly used abbreviations of the English Internet include: «JK» – just kidding (used both on the Internet and in spoken language), «TTYL» – talk to you later, «PLS» – please, «SIS / BRO» – sister/brother, «THX» – thanks, «ASAP» – as soon as possible, «BTW» – by the way, «GF / BF» – girlfriend/boyfriend, «IDK» – I don’t know. In addition to shortening words / small phrases, abbreviations can mean the whole sentence: «IYNYWM» (if you know what I mean), «MYOB» (mind your own business), «WUCIUG» (what you see is what you get).

4. Summary
Definitely, using abbreviations simplifies communication on the network. They are used to show belonging to a certain group, and sometimes abbreviations serve as a way of classifying information. However, gradually this
vocabulary seeps into the living language of people, replacing ordinary words. Creating new words is already an integral part of Internet users. The multimillion Internet audience easily remembers the new vocabulary, which quickly spreads over the network, and soon comes into use. Another way to express Internet vocabulary is a metaphor. Let’s start with the metaphor that is known to almost every Internet user— «the network/web.» Another metaphor occurs when designating a place on the Internet— «the page.» A similar metaphor is present in the English language— «the site» (place). For the Internet users themselves, the metaphor of the inhabitants of the network is used. The word «home» is often used as a metaphor for Internet resources: «home page.» Continuing the theme of the house, it is worth mentioning «the window» metaphor. Every computer user is familiar with the Windows operating system. Of course, a metaphor with the word «window» can be used in the meaning of «window to the Internet,» but it most often occurs in the meaning of a «postcard tab.» The metaphor of «the library» is now firmly in use on the Internet. «A library» is a database that stores digital information. The filter also has a place to be in the Internet metaphor. Any software discards unnecessary information.

English words «spam»— unnecessary newsletter and other Internet «garbage» is used as a metaphor. «SPAM» was originally a ham brand. After the war, the company tried to sell stale goods, posting ads of its brand everywhere. Soon, people began to call everything that was imposed contrary to desire. Over time, the word «spam» has taken on the meaning of it has today.

5. Conclusions

The analysis of Internet vocabulary allowed us to identify five ways of word formation: affixation, compounding, conversion, reduction, abbreviation. When creating new Internet words, affixation methods are used: «mailier,» «emailer,» «searcher,» «composition: «wireless,» «firewall» (access protection system), «antivirus,» «username» etc. The word «Email» is familiar to everyone in the modern world of technology, and it is impossible to work, study, and just spend time on the Internet without it. The semantics of this word is simple: the word «electronic» is reduced to the letter «E,» the word was formed due to the prefix «e-». The words «e-shop,» «e-book,» «e-money» were formed on the same principle. Suffixes also have a role in the formation of new vocabulary. The «er» suffix is often found in a wide variety of words. Words with this suffix can be divided into four groups. The first group includes words that preserve the root value and semantic meaning but are used only on the Internet: «router» — a device that transmits network packets from one network to another (router); «password adviser» – a program that determines the strength of a password; «server» – a specialized computer for running service software. The second group includes words that retain only one meaning of same: «user» (loser and user) – denoting an inept beginner in using a computer. The third group includes words in a metaphorical meaning: the word «sniffer» is widely known among modern hackers — this is a program that allows you to determine the IP address. From the same word, the phrase sniff around appeared – to sniff out information. Surf – meaning «surfing» is familiar to every person. However, this word also has a figurative meaning – to switch from channel to channel. Soon, thanks to the Internet, we learned the modern meaning of the word «surf» – to spend time on the Internet. Therefore, today «surfer» is an ordinary Internet user. The word «browser» also belongs to this group, since the meaning of the original word is viewing a book, searching for information on the Internet: the browser – a program that allows you to use the Internet. The fourth group includes words for which the «er» suffix is not used as an ending: a program called «mail filter» – it automatically checks incoming messages and leaves only those that are necessary for the user; «jabber» – a user who clogs a chat with unnecessary information.

Another example of word formation is conversion. Conversion is a way in grammar and lexicon of expressing objective relations in equivalent terms with the sentence: «google» with the help of conversion turned into the verb «to google» («just»). Another striking example is the word «Email.» In order to save their time, instead of using the phrase “I just have sent you an Email,” users will say: I emailed you. In the same way, the verbs «to Twitter,» «to skype,» «to blog,» «to spam» were formed. It is also common to use the –i.e., suffix, superseding the –y suffix. This phenomenon began to develop thanks to informal vocabulary on the English Internet: the well- known word «selfi» is a photograph (self- portrait) taken at arm’s length — only a face is visible in the photograph; «nettie» — disrespectful name/appeal to a person who spends a large amount of time in newsgroups; «newbie» is a newbie on the Internet; «techjunkie» — a person who is crazy about all the latest in technology; «webbie» is a person who is very well versed in using the world wide web. On the Internet, one can often see the use of the @ (at) symbol: «@home,» «@school.»

Initialisms and acronyms are common on the Internet and IT. Initialisms – a literal abbreviation that consists of the first letters of the original phrase, for example: «URL» – universal resource locator (universal resource location / Internet address); «WSDL» – web services description language (language for the description of web services and access to them); «XML» – extensible markup language (extensible markup language); «ISP» – internet service provider; OS – operation system (operating system).
Acknowledgment

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References


Sakaeva, L. R., Kondrateva, I. G., Yahin, M. A., & Kuznetsova, E. V. (2019). Mentality as one of the most significant attributes of nation. 3C TIC. Cuadernos de desarrollo aplicados a las TIC, 30-43.