

THE INFLUENCE OF INTERNET LANGUAGE AND ITS RELATIONSHIP WITH LITERARY STYLE

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Abstract. This article examines the phenomenon of Internet language and its role in contemporary linguistic contexts. The objective is to analyze the impact of Internet language on literary style. The article explores both the positive and negative stylistic influences of Internet language.

Key words: Internet language, Internet communication, Literary Style, Spoken Language, Stylistics, Slang, Internet slang.

Communicating via the Internet offers distinct advantages that make it special and, in some respects, unique. Primarily, it establishes a virtual medium for communication, providing users with exclusive features. These features include the ability to communicate across distances without needing to be in the same location or time zone, and the capability to share not only verbal but also non-verbal elements like multimedia, emojis, and memes. This combination, along with the predominantly young demographic that the Internet attracts, creates a form of spoken language that is neither typical everyday speech nor jargon.

Internet language is distinct because it occurs in a virtual environment and includes slang terms specific to the IT sphere, such as "motherboard," "click," "scroll," "post," "share," and "kernel." Additionally, Internet slang often features phrases and words unique to online communication, emphasizing brevity through contractions (e.g., "C U" for "see you") and abbreviations (e.g., "ASAP" for "as soon as possible," "IDK" for "I don't know"). Unlike jargon, which is usually confined to a small group, Internet language tends to become widespread and recognizable to a broader audience.

As previously studied, many terms and professional language units in the computer language are no longer perceived as exotic or unfamiliar. Examples include professional terms and Internet slang such as "скинуть" ("skinut"), "игнорить" ("ignorit"), "забросить" ("zabrosit"), "ИМХО" ("ИМНО"), and "рукалицо" ("rukalitso"). [1, 570-577]

A rather contentious issue is the impact of Internet language on its artistic qualities. It is no longer surprising that the Internet is an integral part of our verbal communication. As previously noted, one of the questions that stems from this fact is how and to what extent the sphere affects the language it is associated with, considering the fact that one of the key features of modern Internet is providing

communication, including, in majority, verbal. [2, 210-216] Additionally, the rapid evolution of Internet trends significantly influences language trends. This includes new words, words the meanings of which have been altered by computer or Internet contexts, and neologisms emerging from Internet discourse.

From the perspective of a living language, the Internet serves as a true reflection of contemporary language trends, which are evident in daily communication. Thus, envisioning the linguistic landscape of modern times without Internet language would be incomplete, given the significant role the Internet plays in our lives. However, the prevalence of slang, contractions, abbreviations, memes, and phrases resembling idiomatic expressions [3, 181-184], and their active use in the Internet's media environment, impacts the language within its virtual context. These elements frequently appear in news platforms, Internet articles, and similar outlets, whereas they are generally deemed inappropriate in formal publicist style.

Does this imply that Internet language lowers the standards of literary language online? The answer is likely "yes." This perspective can be seen as negative or positive, depending on what is considered a "norm" in language.

Historically, language changes have often been viewed negatively, seen as more than just "entertaining" but as startling and even offensive, which has not stopped Internet language from losing some of its good qualities. This was evident in the early days of the Russian language online youth communities when certain social groups intentionally broke grammatical and orthographical rules, spreading these errors through public forums and chats. These trends also included expressions of dissatisfaction and aggression, manifesting in online insults and harassment through the style and lexicon of online communication. [4, 189, 192] This behavior resembles what we now call Internet "hate speech," but it often aimed at language "vandalism" rather than direct bullying of someone online.

Internet language exhibits many tendencies typical of a literary-jargonizing style in journalism, marked by: 1) non-literary words, including jargon, dialects, and spoken words; 2) violation of norms; and 3) violation of ethical language standards. [5, 3-20]

However, many scholars view the trends in Internet language as natural, representing its evolution and development. They argue that these changes should not be seen negatively or make efforts made to "guard" the language from certain socially defined spheres. Instead, they should be integrated into the broader language context. [6, see URL]

The Internet is a significant language platform, greatly contributing to contemporary language. Ignoring such a widespread sphere would make any

understanding of modern language incomplete. Given its technological nature and multiple scientific aspects, it is essential to include Internet discourse in the study of a particular language, including a linguistic approach.

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