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## **English on Facebook**

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## INTRODUCTION

Nowadays, computer and information technologies, in particular the Internet, are developing very dynamically, covering all aspects of our life. All over the world, the number of users of the Global Network, actively assimilating its information and communication resources, is increasing.

Today, for almost every person, the Internet has become an important part of being, serving as the swift helper in conducting various everyday tasks. People use the Internet to collect information, advertise, sell services and products, watch videos, read books, etc. Despite this, it also infiltrated its personal life. For example, the Internet is needed to communicate and transfer information with other people, without leaving the border of the house. Especially its role has been enhanced in times of pandemy, when people were not able to leave their homes due to quarantine restrictions and therefore everything previously done offline has been transferred to the online sphere (e.g. visiting museums, art galleries, purchases etc.)

The Internet has a particularly significant impact on the culture of speech and language of all age categories, since with the creation of the Internet, people often began to use the written form of communication.

That is why, no wonder, that the fact of visible technological progress has driven the attention of many foreign and Ukrainian scientists. Various studies have been conducted concerning its sociological and linguistic impact on English and other modern languages. Among the foreign researchers interested in the language-related issues (lexical, pragmatic, orthography and grammar features; functioning of registers; genre studies; multimedia and its role in information delivery etc.) of modern electronic communication are D. Crystal (2007-2010), M. Tavosanis (2012), J. Womersley (2010), A. Yefremova (2017), L. Manovich (2005), F. Forest (2006) respectively.

Ukrainian scientists have also made an invaluable contribution into the research of electronic communication. For instance, scientists like Kovalenko O. Yu, Gudz N. O. (2015), Strelbitska L. (2005), Chemerkin S. (2011) have been concerned with multimedia studies and the development of Ukrainian language on the Internet. Ye.

Nikiforova (2010), another Ukrainian scientist, has been researching communication on English-speaking forums and made a full classification of Internet genres etc.

The **topicality** of this work is determined by the need to study electronic communication and electronic discourse, which is a result of technology development and overall dynamicity of human society.

The **purpose** of this work is to analyze electronic communication on Facebook based on previous classification of features of communication, registers and genres.

The **object** of the study is Facebook as a medium of communication.

The **subject** of the study is the linguistic means of communication on Facebook.

The scientific **novelty** is the analysis of one of the least researched parts of Facebook - segment of museums on the basis of one page.

Main **tasks** include

- analysis of previous researches (Ukrainian and foreign) on Internet communication;
- close examination of the sphere of electronic communication;
- search for the appropriate material (in these case it will be posts and comments) to be analyzed;
- analysis of the material using modern methodology;
- creation of overview of communication based on the page of a museum.

Main **methods** for achieving the purpose include

- comparison (used in comparing the linguistic features of posts and comments);
- induction (logical view on the processes happening across page);
- deduction (in reaching the main decision on the reasons of this or that linguistic event);
- lexical, grammatical and orthographical analysis (used for giving the view on the specifics and features of online communication in posts and comments);

- synthesis (to unite the found information into the generalized overview about the language situation on page)

**Materials** used for the research include posts and comments (100 posts and comments) from the page of the Metropolitan Museum of Arts (the Met).

The paper consists of introduction, two chapters, general conclusion, references and annotation.

# 1. LANGUAGE AND THE INTERNET

## 1.1 Online communication

As we all know, the main feature of the human as a living being is complicated communication. This makes us different from animals but at the same time, it makes us social animals who are constantly interacting with their fellows in different ways.

Before the invention of the Internet there have been only 2 types of information transmission, which were verbal and non-verbal. The Internet as being both a product and driving force of technological progress has given us a plethora of different ways to transmit information, uniting people from different countries and even continents.

The appearance of the World Wide Web couldn't help affecting the very layer of human interaction leading to the emergence of such term and phenomenon as **electronic discourse**. [1] The definition of the term was best outlined by Yates as "*imaginary space created by the Internet in which people interact and form social relationships*". [17][27] As far as we can see, this very definition stresses the sociality of the Internet.

As any social interaction in some way implies influence on the mind of the opposite, [34] online communication became one of the most convenient types not only of spreading the information, but shaping the identity. [6][29] One of the vivid examples of such influence might be political propaganda in social media. For instance, the US State Department has been implementing a special Digital Outreach Team program on the Internet, within the framework of which the so-called "war of ideas" is spreading, which consists in placing and promoting alternative ideas on the network (for example, debunking negative myths about the United States and American politics) providing Internet users with links to "correct" documents and online resources. Thus, the impact on the mass consciousness on the Web is carried out and this very example emphasises the importance of the WWW in promoting ideas important for the state.

As it was stated already, the appearance of a new discourse leads to significant linguistic changes in world languages too. This paper will focus mainly on the linguistic perspective of online communication.

## 1.2. Features of online communication

The differentiation of the Internet discourse and online communication from the traditional ways of human interaction has led to the appearance of specific features of online communication.

In general, the following features of online communication can be distinguished:

- high verbal activity;
- discreteness of communication;
- specific language;
- high emotionality. [19][40]

As to the format of communication, online communication can be viewed this way:

- concerning the volume and parties; [32]
- regarding the synchronicity of interaction; [26]
- according to the registers. [13][28]

As to the first classification of the features of computer-related communication, i.e. that is linked to the volume and parties, there are following types of online communication:

- human-computer (under such interaction the person saves data from the Internet to their computer, making it similar to depositary of the information and transmitting it via phone or tablet);
- human-human (interaction of one user with another implementing spreading of information with all the means of data transmission: chat, e-mail etc.);
- one person-many people (the information sent to many people at the same time. This type is a traditional one if speaking about human interaction on the Internet and the most vivid example of it can be advertisement in social media, blogging etc.);
- many people-many people (synchronous communication of a great number of people across the world). [33, 2017]

According to the synchronicity, there are two types of online communication:

- synchronous;
- asynchronous. [27, p. 30]

Synchronous one is the type of communication, which requires simultaneous presence of the receiver and transmitter in real-time perspective. The best example of such type of human interaction can be the video call, when two or more people interact with each other. Unlike synchronous, the asynchronous one is more independent: the communication is not strictly tied to time, such as speaking about forums or collaborative documents. The receiver's ability to be at the exact time of presence of the transmitter is not obligatory. [27, p. 30-32]

According to the registers, online communication can be subdivided into:

- frozen;
- formal;
- consultative;
- casual;
- intimate.[14]

Frozen refers to the language that never changes (like citations of famous people or political speeches). Formal one is the register which requires rigidity in communication and respectful self-expression. Consultative type somehow reduplicates the formal one, however, unlike it, this style is characterised by less restraint and slang, abbreviations or emojis can be a part of it. Casual conversation style is one of the most unrestricted ones and the main feature of it is frequent use of vernacular, emoticons, abbreviations, contractions, obscene or slang words. Intimate one is a reserved type of communication, which is used only for special occasions and usually between two people.[14]

David Crystal, the prominent British researcher, proposes following classifications of points to be analyzed taking into account Internet language and communicative purpose proper:

- vocabulary;

- orthography;
- grammar;
- pragmatics.[5]

As to the vocabulary, according to David Crystal, there are following specifics of online communication:

- use of Internet-provoked terms;
- use of blends;
- a great number of abbreviations;
- use of terms with altered meaning;
- intrusion of the Internet lexics into everyday speech.[4]

The Internet-provoked terms, as Crystal states, are not those related to the software or the proper use of the Internet-providing devices but are related to the functional side of the WWW and describe different spheres and phenomena associated with it.

Blends is one of the most typical features of the language used on the Internet. One of the main reasons for their appearance is the need to economise time to provide fast and efficient information exchange. At the same time, blends in social media can be subdivided into blends with clipping and blends with overlapping.[9] The main specificity of the first type of blending is that both splinters of the word do not share any similarities in their roots.

The Internet speech as one of the ways of delivering information which requires rapidness and brevity of expression is not devoid of curtailed words, i. e. abbreviations. Among those following types of abbreviations can be outlined:

- abbreviations proper;
- playfully encoded terms. [5]

The first kind of abbreviations includes the initialisms and contractions, the traditional way of shortening words, which is widespread in posts and comments.[34] Taking into account terms with the altered meaning, it can be said that they come mostly from the technical sphere and nowadays are slowly coming into life outside the computer sphere.

One of the most striking specificities of online communication is its orthography. Different sites feature various fonts, colours and restrictions of use of characters and so on and this couldn't have affected the speech on the Internet in general.

However, the difficulty of the study of orthography on the Internet lies in the fact that WWW is a melting pot of different people, especially in relation to age and gender, nationality etc. [15][21][24]

At the same time, several regularities can be found across the Internet in relation to this sphere etc. These can be subdivided into:

- reduced orthographic system;
- high dependence of meaning on the context;
- use of emotionally-coloured markers;
- many errors encountered.[24]

Reduced orthographic system is divided into:

- omission of capital letters where they should be;
- absence of certain punctuation marks;
- no or lack of typological contrastivity.[25]

Use of emotionally-coloured markers is another area to be discussed in relation to orthography. To the ways of expression of emotions on the Internet these means are belonging:

- capitalization;
- spacing;
- asterisks;
- emoticons;
- use of exclamation marks;
- boldface or italics.

Another thing which stands out the mile flipping through the pages of different blogs, personal accounts etc. is the excessive number of errors encountered. There are various reasons why do the users of the Internet are subject to misspelling of words, but in general, errors fall into two categories:

- intentional deviations;

- unintentional ones.[24]

Intentional deviations is the type of errors made for deliberate purposes which is being quite popular nowadays. Such errors can be a part of a net slang developed in a certain subculture, such as well-known in the Russian segment of the Internet Padonkaffsky slang,[32] or the alternative version of the English language called Leetspeak.[2]

Another cause for the errors of the first type can be the need to overcome technical limits, however, this feature is limited with the languages where there are diacritics or special signs which are not easy to be found on the keyboard.

Desire to “fool” the system is also a frequent practice of making deliberate mistakes. Some of the sites do not allow the use of certain characters (diacritics, punctuation marks etc.), references or words (especially obscene ones). Many users of the Internet with the strong need to write the forbidden expression deliberately replace one of the letters with signs, spaces etc. to make the system allow the display of the needed content.[24]

Taking into account unintentional deviations, it goes without saying that they are those committed without any special purpose or need. Such deviations are divided into:

- misspellings;
- typos.

Misspellings are those errors which are closely related to ignorance of the person producing the utterance or sometimes to the linguistic interference, i.e. transferring of language specificities of the mother tongue to English or another foreign language.

Unlike misspellings, typos happen due to the slip of keyboard and fast typing. Some of them happen due to psychological reasons, but some happen due to mechanical reasons, incorrect use of the keyboard and pressing the wrong keys.[24]

The grammatical features of Internet speech are not as vivid as lexical or orthographical are. Mostly this is confirmed by the fact that different ways of message transmission simply overlap the traditional communication styles in terms of their features. For example, the asynchronous communication types (such as e-mails) can be more close to the formal style while synchronous ones (video chatting) are chiefly

prone to have colloquial features.[10] Another reason for the lack of grammar-related differences of the Netspeak is that they usually are closely interrelated with lexis and orthography and are almost self-substituting.[23]

However, there are some grammatical specificities which can be commonly found across the Internet. They are:

- difference of sentence length in various segments of the Internet;
- innovations in morphology;
- grammar drawings;
- “emotes” and other ways of emotion expression;
- functioning of acronyms as verbs or other parts of speech. [Herring, 2012]

The first feature, the difference in sentence length, is tightly linked to the place where the utterance is produced. As an example, each message on Twitter is limited to 280 characters, making it complicated for the users to produce long utterances.

Morphological innovations is another particular feature of e-grammar. It is closely related to the lexical side of linguistics and can be observed on different levels.

Grammar drawings is a completely novel means of creating sentences, which is chiefly Internet-driven one. Under this type of features the whimsical rendering of words is ment, making it similar to playfully encoded terms of D. Crystal related to the lexical side of Internet language. [Crystal, 2010]

Having taken into account the emotional side of e-grammar, it is worth mentioning the emotes. These are particular short sentences which consist of different keyboard signs and a verb in 3d person singular, which describes an emotion of the transmitter and a particular action to represent this emotion.

Another grammatical feature requiring consideration is the functioning of acronyms or abbreviations as different parts of speech. Mostly the acronyms, if they take such a role, function as verbs and rarely as other parts of speech.

Pragmatic side of Internet-based communication has been an area of great concern in modern times. As it is widely approved, efficient communication can be only attained if convenient conditions are present.

These conditions are based on 4 maxims (maxim of quality, maxim of quantity, maxim of relation, maxim of manner), which ideally should be the governing force of human interaction.[24, p. 77-80]

Taking into account pragmatics, there are two main features taking place in the Web-mediated communication:

- breaking of Gricean maxims;
- appearance of texts with special purposes.

What can be observed if touching the text-related side of the Internet communication, Gricean postulates are usually violated there, leading to offensive behaviours. Such violations are called:

- trolling (breaks maxim of quality);
- flaming (breaks maxim of relation);
- lurking (breaks maxim of manner);
- spamming (breaks maxim of manner).[14]

Trolling is the way of communication by which one of the users is having an intention to bully, irritate or force someone to do unwanted actions, sometimes providing false information.[3]

Flaming is a type which is somehow similar to trolling, however, not intending to harm the person. The Hacker's Dictionary gives such a definition to this phenomenon: "*to speak rapidly or incessantly on an uninteresting topic or with a patently ridiculous attitude*".[22][28]

Lurking and spamming are both violating the maxim of manner. However, the way of violation of this norm of this both types of communication is different. While lurking is just remaining in the chatroom without any interaction, spamming is about excessive messaging, mostly of the one and the same message.[17] Spamming is a feature, which is not typical for Facebook communication.

Summarising everything, what can be said about Internet communication is that during the years of its existence it has attained its special features which distinguish it from other ways of communication making it a unique medium of information transmission and a great field for further research.

### 1.3. Genres of online communication

The genres of online communication have become the part of multimedia studies, the field which explores the relation between cultural dimensions and new technologies. This science emerged due to the appearance of online hypertext and was first codified by such prominent scientists such as Lev Manovich and Fred Forest, who outlined the importance of the social aspect of online communication. [8][17]

The multimedia sciences and genre specificities have been widely studied by Ukrainian researchers too, among those are Kovalenko O. Yu, Gudz N. O., Strelbitska L., Chemerkin S. etc. [36][31][39][40]

The Ukrainian scientist Nikiforova Ye. Yu. gives the following classification of Internet genres summarising the previous studies:

- e-mail;
- discussion forums;
- chats;
- messengers;
- social media sites or apps;
- blogs;
- vlogs;
- comments of the users. [38, pp. 5-6]

However, modern studies show that newer and newer genres appear and it is no way possible to make one classification of all the genres. For instance, the Russian scientists Yu. Krylov and T. Steksova consider memes and demotivators to be genres of internet communication. [37] These genres can be seen all over Facebook and other social media. Both of the genres are characterised by being a creolized form of an image and texts used for special purposes (mostly humorous), but the main difference lies in their look: the demotivators have special framing used for psychology-related need.

Image 1.1. “Example of meme”

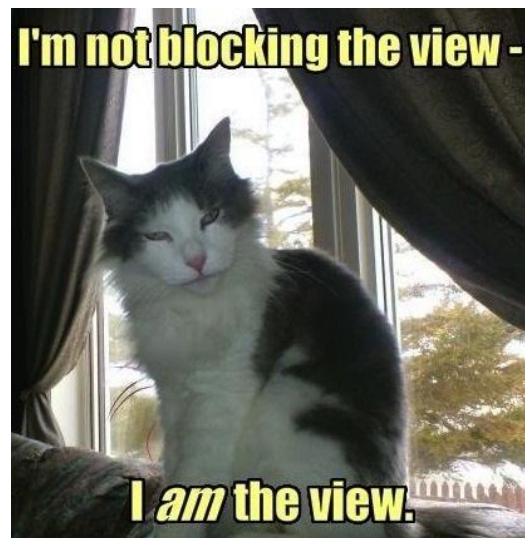


Image 1.2. “Example of demotivator”



Another genre which can be found in social media is GIFs: the animated images, which also can serve a psychological purpose, such as to show gratitude or high emotional state. [7][12][13][26]

To sum up, what is important in considering the genres of the WWW-mediated communication is to state one and the same truth about the Internet: it is a developing phenomenon and therefore in the future some of the genres might disappear leading to the emergence of the novel ones.

### **Conclusion to Chapter 1**

Today, the Internet is present in almost every home. On the Internet, you can find a lot of very useful information for different purposes. Many people watch movies on the Internet and play games. Also, on the Internet you can find work or even new friends. The Internet helps to keep in touch with relatives and acquaintances who live

far away. Thanks to the Internet, you can contact them any minute. Also, the Internet helps in various other spheres of life, such as purchases of different items, science etc.

No wonder, that creation of the Internet has led to elaboration of a new lexicon and emergence of a completely novel means of information delivery used for different purposes: from a simple friendly communication to shaping the identity of the whole nation. Taking into account the communicative side of the Internet, it has been a fertile field for different researches, who study the specifics of the language. Among those are D. Crystal, M. Tavosanis, A. Yefremova etc.

Features of online communication can be analyzed as to the format and by their communicative purpose proper.

According to the format, features can be viewed through following points: concerning the volume and parties, regarding the synchronicity of interaction, speaking about the registers. The volume and parties category falls into the following types: human-computer, human-human, one person-many people, many people-many people. As to synchronicity the scientists outline asynchronous and synchronous communication. Also there are the following registers of online communication (they are also typical for traditional means of communication too): frozen, formal, consultative, casual, intimate.

If regarding the communicative purpose proper, the researchers divide the features according to vocabulary (use of Internet-provoked terms, use of blends, a great number of abbreviations, use of terms with altered meaning, intrusion of the Internet lexics into everyday speech), orthography (reduced orthographic system, high dependence of meaning on the context, use of emotionally-coloured markers, many errors encountered (intentional or unintentional) etc.), grammar (difference of sentence length in various segments of the Internet, innovations in morphology, grammar drawings, “emotes” and other ways of emotion expression, functioning of acronyms as verbs or other parts of speech), pragmatics (breaking of Gricean maxims (trolling, flaming, lurking, spamming), appearance of texts with special purposes).

Internet communication was also classified according to its genres, which are the subject of multimedia research. The genres of Internet discourse are subdivided

into the following ones: e-mail, discussion forums, chats, messengers, social media sites or apps, blogs, vlogs, comments of the users. As to the fact that newer genres tend to appear (because the Internet is not a stable field and it constantly develops), gifs, memes and demotivators can also be considered as genres of social media discourse and are omnipresent all over the social media, especially on Facebook, which is going to be studied in the practical part.

The popularity of social media can be proven by the fact that they have a comfortable interface and can therefore be easily used by people to deliver important information. Many linguists have been interested in the lexical, grammatical and pragmatic side of data production on social media.

## **2. FACEBOOK COMMUNICATION OF MUSEUM PAGES**

### **2.1. General information**

Traditionally, both key roles of a museum are the source and space for scientists to communicate with each other (in other words, they serve as repositories of knowledge) and the place for scientists to communicate with visitors (museums are nowadays also as sources of information and entertainment), have been embodied in its physical space. However, as the digital and hybrid evolution of cultural institutions unfolded, especially within the framework of the COVID-19 challenges, museums faced the urgent need to open the new horizons and share something more with virtual visitors.

The Metropolitan Museum of Art, commonly known as the Met, is one of the largest and fourth most visited art museums in the world. Located in New York, USA. From 2018, the right to freely visit the museum was left only to residents of New York, for all others a fee of \$ 25 was introduced.

The museum was founded on April 13, 1870 by a group of American businessmen and art lovers (the Union League Club of New York). It was first opened to the public on February 20, 1872.

Historically, it is based on three private collections - 174 works of European painting, among which were the works of Hals, Van Dyck, Tiepolo and Poussin. Today, the permanent collection includes more than two million works of art.

The Facebook page of the Metropolitan museum was founded in 2007 (<https://www.facebook.com/metmuseum>) and since this time it is publishing various infos about its exhibits and famous people, whose works are preserved in the museum illustrating its posts with visual materials (high quality photos and videos) with descriptions to them. Also on this page the user can see the information about the event which happen both offline and online and can through the references provided attend them. Everyone can comment on the posts and communicate with the editors of the page.

However, the museum electronic communication has been little studied by modern scientists. Due to the fact that art and everything related to it has been topical

for centuries and still remains of great importance nowadays and the electronic space is marked by constant change and enhanced development in times of pandemy, this area requires a close and thorough examination.

## 2.2. Features of communication in posts

As it was said previously, this museum has many pages in different social media and one of them is its Facebook page. Regarding this page and analyzing its content its communication can be treated as “one person-many people”, which is obvious. If someone follows it, they can later on have the content reflected in their feed, which is a typical feature for all social media pages not just museum ones.

Out of the registers of communication, the most vividly represented ones found on the page are:

- consultative;
- frozen.

Repeating what was said in the previous chapter, consultative register is the one with lesser constraint although similar to the formal style. It is somehow similar to causal speaking due to the number of emojis, exclamation marks and openness to the world. Here is one example to prove this:

*“Calling all young creators! 🧠 What's your favorite kind of art-making at home? We've got a few ideas to help you out.*

*Introducing MetKids Create—a new art challenge every week! Get inspired by hands-on projects that explore works of art and your own creativity using materials you can find at home.*

*Visit our website each week for a new challenge—and don't forget to share your creations (or ask your grown up to!) using #MetKidsCreate.”[42]*

*“Have you ever been fishing with your grown-up? What's your favorite fishing memory? 🎣*

*This week on Storytime, Met educator Chloe reads "A Different Pond," written by Bao Phi and illustrated by Thi Bui. Afterwards, we'll take a look at a 16th-century*

*Chinese jar decorated with carp (a type of fish!) in a lotus pond and try our hand at making our own pond-inspired jars.*

*Take a closer look at the jar → [met.org/3kYqZva](https://www.met.org/3kYqZva)*

*Join us every Thursday at 12 pm to look, listen, sing, and have fun with picture books. See you next week!”[43]*

*“Finally an answer to the age old question: How'd they do that?! 😊*

*Explore the most common techniques for making prints and drawings through these in-depth explainers, courtesy of The Met's Department of Drawings and Prints.”[44]*

Frozen register is presented by citations of different people, which are not subject to be changed:

*“I was like fish taking to water, and birds to the sky. I did not care which way the world turned as long as I was painting.” — Dong Kingman ””[45]*

According to vocabulary features, there are following specificities which represent the page:

- lesser formality in the comments of page users comparing to posts;
- use of colloquial words and expressions;
- presence of linguistic blends in posts;
- use of words with double meanings;
- use of abbreviations and hashtags.

The first point in this classification is quite obvious, because the Met is an official institution and therefore it is marked by certain formality in expression, while the users express emotionally and in a comfortable manner their thoughts on this or that topic.

However, sometimes even in posts some informal words and expressions appear. Perhaps, they might be used as a drawer of attention to the post. One of the examples of such informal expressions is “*pinkies up*”, which was present in one post about two Edwardian sisters drinking tea.[46] The Urban dictionary gives the following definition for this saying: “a raised pinky finger while drinking to exhibit class.” And at the same time that is how it describes what is “pinky”: “*The last littlest finger at the outside of*

*the hand. Some people lift it as they drink tea. It's also used for "Pinky Swear", interlocking with a promise of something 2 people agree upon."*[60] To add more, lifting up a pinky finger was a rude sign in Edwardian times and therefore mothers always tried to wean the children from this bad habit.

Image 2.1. "The picture from the post"



Another example of informal words used is “*hey*” as a greeting and again a drawer of attention. Its use can be also linked to the need of economizing time of writing. Here are some example of how it is used in posts:

*“Hey, libraries! 📖*

*Hey Storytime friends!*

*Hey teens! 🤝”*[47]

The very use of the colloquial name of the museum (the Met) instead of its full name is also a perfect example of such a point. This name is present almost in every its post:

*“Since 1870, The Met has invested in the preservation, technical study, and safe display of our collection.”*[48]

*“Celebrate, honor, and learn more about a few of the countless women who have helped shaped The Met collection.”*[49]

*“Join The Met in celebrating the history, culture, and achievements of Asian Americans and Pacific Islanders who have contributed to the arts.”*[50]

*“Storytime with The Met— “The Old Truck”*[51]

etc.

The page isn't marked by an excessive number of blends, which are very typical for online communication in social media. However, researching the page there was one interesting blend found in one post related to Van Gogh's works (they are present in the collection of the Metropolitan museum): the Met-a painter. This very blend can be treated as the one with overlapping due to the fact that the English word "meta" (according to Oxford dictionary it has the meaning of "higher; beyond" and in the context of the post it might be treated as "superb" or "well-known") has overlapped with the colloquial name of the museum (the Met) gaining the ending -a so that to obtain the meaning of "well-known painter from the collection of the Metropolitan museum." [59] Another blend found was "Caturday", which was present in one of the hashtags and being again a blend with overlapping ("cat" + "sa-turday" = "caturday").

Another striking feature of the page is that it contains some words with altered meaning. These words are usually the one with double meaning, i.e. they can be viewed and treated both ways. One of them is "batty". This word was found in the museum's post, where it was written about Goya's painting depicting men wearing bat-like wings used for flying:

*"Feeling a bit batty? You're not alone. 🦇"*

*In one of the most striking prints from his 'Disparates' series, Goya depicts five helmeted—and winged!—men mid-flight."* [52]

Image 2.2. "The Goya's painting"



The Oxford dictionary gives the following definition of the word "batty": "(of people or ideas) slightly crazy, in a way that causes no harm". [59] Definitely, for the times when Goya lived such devices have been rather unusual and high-tech products

of human thought, just the way how robot Sophia is treated by people of the XXI century. And here in the explanation in the post of this picture:

*“The contraption worn they wear also recalls a “new machine for flying” invented about 1808 by the Austrian clockmaker Jacques Degen and described in an 1809 periodical.”*[53]

One should remember that Francisco Goya's life lasted from 30 March 1746 till 16 April 1828.

The page is full of different abbreviations and hashtags. Sometimes, the abbreviations encountered are present in hashtags. That is why there is a need to organise the hashtags into a classification of two types:

- abbreviation-based hashtags (these ones are mostly not specifically the Met’s “internal” hashtags of access to different data, but those which might be used elsewhere on Facebook due to their universal purpose);
- abbreviationless hashtags (they are “internal” museum’s hashtags).

As from the very name it is obvious that the first type of hashtags contains abbreviation in it, e.g. #AAPIHM (“Asian/Pacific American Heritage Month”); #DYK (“Did you know”); #wcv (Woman Crush Wednesday) etc. The abbreviationless hashtags include following ones: #MetKids, #MetHealth, ##MetLiveArts etc.

The orthography features of the posts of the Met museum page are not many. To the following features of orthography these ones can be included:

- contractions;
- extensive use of emojis;
- very few errors encountered.

The first point can be illustrated by such examples which show the post’s author’s need to economize time and space: *“Looking back on Neel’s artwork, it’s inspiring to see how alert and endlessly curious she was about meeting new people...”*; [54]*“Artists around the world—this one’s for you!”* etc. These are not so numerous across the page.

The most vivid and the most striking feature of the posts on this very page is the omnipresence of emojis. They can be found in different places across texts: in the headings, in the middle etc. featuring various purposes:

- to draw attention of the reader (these are usually the ones which appear in headings of the posts and somehow have the reference to the object discussed there: “*Bicycle-powered music? You heard that right. 🚲*”, “*Talk about some serious talent! 🧠*”, “*Wishing those who celebrate a joyous Passover ✨*” etc.);

- to structure the text (used mostly in creating lists of songs, books etc.:

“*Here's what's coming up:*

🎵 *"Journey" by Biodun Kuti with Mark Stewart*

🎵 *"VeloQuartet #1 by Mark Stewart with ETHEL*

🎵 *"Vincent" by Mark Stewart with Biodun Kuti”*);[48]

- to replace some word with a sign as in these examples:

Image 2.3. “Use of the “🧠” emoji instead of the word “Image””

This week from #MetKidsCreate—can you recreate a tile from this lively spring mosaic? 🌱  
 Visit our website every Wednesday for new weekly art challenges to get creative with the whole family!  
 Get started: [met.org/MetKidsCreate](https://met.org/MetKidsCreate)  
 🧠 Reciting Poetry in a Garden (detail), first quarter 17th century. From Iran, Isfahan. Stonepaste; polychrome glaze within black wax resist outlines (cuerda seca technique). On view in Gallery 462.



## Image 2.4. “Another variant of use of the same emoji”

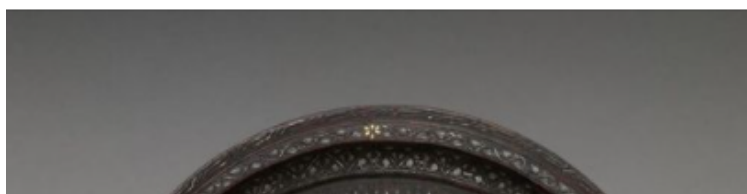
Happy Eid al-Fitr to those who celebrate 🌟

#EidAlFitr honors the end of Ramadan with festivities such as a grand feast. Lavishly inlaid metal objects and trays such as this—which has much of the fine silver and gold inlaid decoration preserved—were common among the luxurious household furnishings of the medieval upper classes from Iran to Egypt.

Whether used in the context of festive dining or as an eye-catching ornament for a larger piece of furniture, the radiant sun at the center may symbolize earthly power and physical strength, while the seated figures surrounding highlight scenes of courtly pastimes of feast and music, including tambourine, nay flute and #oud—a stringed instrument akin to a small lute.

Explore more works of Islamic art at The Met: [met.org/331fGiC](https://www.met.org/331fGiC)

🌟 Tray with Sun Symbol, 14th century. Attributed to Egypt or Syria. Brass; cast, chased, engraved, inlaid with silver and gold.



Sometimes arrows are used for the same purpose:

## Image 2.5. “Use of an arrow instead of writing “here” or “see here””:

What have our Met fellows been working on?

Tune in through May 27 for a series of free virtual talks as they share their research on topics ranging from Netherlandish art to conservation technology and everything in between.

Sign up to attend ↗



## Image 2.6. “Another example of use of an arrow”

25 ЛЮТ. · 🎧 · Storytime with The Met—“Extra Yarn” · Look, listen, sing, and have fun with Storytime from home! This week, Met librarian Kamaria reads “Extra Yarn” by Mac Barnett and takes a look at a terracotta pyxis (box) from Greece in the #MetCollection. Take a closer look at the pyxis → [met.org/201H5I](https://www.met.org/201H5I)



If speaking about errors encountered, they aren’t so numerous. This can be explained by the fact that the page is edited by educated professionals to therefore maintain the good and respectful image of this institution. However, despite the thorough editing, several errors are still present and they belong to the class of typos (remembering that the typos are mistakes which happen due to the slip of keyboard and

fast typing and can be related to both mechanical and psychological reasons.). Here are some examples of typos:

*“Celebrate, honor, and learn more about a few of the countless women who have helped shaped (instead of “shape”) The Met collection.”*[49]

This example might have happened due to the fast typing of the person who produced the utterance because the letters “e” and “d” are placed very near to each other at the keyboard.

*“As a Mad person, there are times when I feel apart from the world and particular experiences of reality.”*[53]

Here we can see the example of the wrong capitalisation in the sentence. For sure it could have happened because of the unintentional pressing of the Caps lock while creating this message.

Grammatically, the posts are also rather interesting due to their variety of use of various verbal tenses and wh-questions. Although they are not marked by use of emotionally colored markers (such as emotes or morphological innovations), the research shows that they are not devoid of the use of varied verbal forms. Here are the most popular ones across the posts of the page:

- imperative case (*“See the painting up-close...”*);[54] *“Join us every week for picture-book reading and an activity inspired by The Met collection.”*];[14] *“Catch up on past episodes...”*];[54]);
- Present Simple tense (*“Libraries can access large amounts of online resources from our own #WatsonLibrary using GitHub...”*);[6] *“Appropriating posters from the Museum’s gift shop, she overlays them with snippets of actual wall text for the artworks pictured...”*];[56] *“Neel portrays the usually energetic and outspoken community leader in a reflective mood, delicately perched on a chair with her face and gaze directed upward in a stance of casual heroism.”* etc.);[57]
- Future Simple tense (*“...then we’ll take a look at Gustav Klimt’s 1912–13 “Mäda Primavesi.”*”);[58] *“Chicka chicka boom boom, will there be enough room?!”*; *“... who will begin training in fall 2021.”*];[59] etc.);

- Past Simple tense (“*Vincent van Gogh admitted himself to the Saint-Paul Asylum during a time when staying at a psychiatric hospital was highly stigmatized and treatment could be cruel.*”);[53] “*This mechanical globe once rotated, charting the constellations.*”];[54] “*Clearly, Goya’s imagination was graphic.*”[55]).

Such an almost complete absence of complex tenses somehow echoes the thoughts expressed in books and articles of famous researchers about the fact that the main feature of modern communication is simplicity and reduction of certain grammatical forms. And the Met museum’s page shows this feature of full value.

As it was said previously, the posts are full of various wh-questions present in their headings and at the end. They mostly serve as the drawer of attention and also as making the page more oriented at reader (those ones which contain pronouns “you”):

#### Image 2.7. “Wh-question in one of the posts”

Part office, part movie theater, part restaurant, part daycare center—the modern living room reflects the many values and modes of our time.

What do historic spaces reveal about their eras?

In our new digital feature, go inside twenty American [#MetInteriors](#). ↓



#### Image 2.8. “Wh-question in one of the posts”

May is National Bike Month! 🚲 What do you wear when you hop on your bicycle?

Originally dominated by men, bicycling became more acceptable for women after Queen Victoria bought bicycles for her daughters. By the 1890s, women's cycling garments were being produced.

This particular ensemble features a patented [#bifurcated](#) skirt, which allowed women a more comfortable ride while also giving the modest appearance of a skirt in the front, including the option of attaching a panel of fabric.

Bifurcated clothing worn while on a bicycle not only opened the door for women to engage in the sport but also to gain their independence from strict societal rules.

👖 Cycling suit, 1896–98. American. Wool, leather, silk, linen, cotton. Brooklyn Museum Costume Collection at The Metropolitan Museum of Art, Gift of the Brooklyn Museum, 2009; Mr and Mrs. Morton Sultz, 1979. [#CostumeInstitute](#)



#### Image 2.9. “Wh-question in one of the posts”

Finally an answer to the age old question: How'd they do that?! 🤔

Explore the most common techniques for making prints and drawings through these in-depth explainers, courtesy of The Met's Department of Drawings and Prints.



To summarize, following communication specificities can be outlined as to the research: frozen and consultative register, homogeneity of posts; vocabulary features: higher formality of posts in comparison with comments, use of colloquial words and expressions, use of linguistic blends, which are not numerous, use of words with double meanings, use of different abbreviations in hashtags (abbreviation-based hashtags and abbreviationless hashtags); orthography features: colloquial contractions, presence of emojis and arrows in almost every post used for different purposes (drawing of attention, structuring of the text and creation of lists, replacement of some words or expressions; very few errors encountered (the errors found belong to the class of typos); grammar features: the use of simple tenses, use of wh-questions in headings as attention drawers.

### **2.3. Features of communication in comments**

There is no wonder that Facebook as a social media features a way of the feedback of users to certain posts. One of the ways of such feedback is comments of the users.

The comments of the Met museum's page are rather diverse. This might be explained by the fact that different people write them. They might belong to different age groups, nationalities, and religious beliefs. Somehow the style of writing can be related to their education levels (it is a well-known fact that a more or less educated person will write with lesser number of lexical, syntactic and semantic errors), character types (introverted people are less verbose than extraverted ones), availability of time of the utterance producer if not taking into account such technical

characteristics as character limit (e.g. Facebook has a 8,000 character limit of comments).

First of all, comments of users of the page are not homogenous. Also they all are marked by informality and can be divided into two types:

- ones which obey literary norms;
- ones which do not obey literary norms.

The first one is less numerous as compared to the second one and mostly present in posts written by senior or middle-aged people. This can be explained by the fact that they lived most of their lives in the era when computer technologies were not an essential part of human life and that is why they bring the writing norms of the traditional communication into their online lives:

Image 2.10. “Comment which does not violate norms of English”

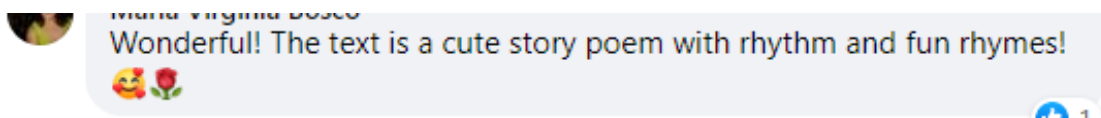
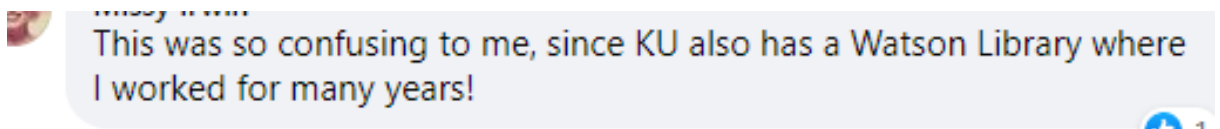


Image 2.11. “Another comment of this type”



As far as it can be seen from these comments, they follow the rules of informal letter writing and have no mistakes.

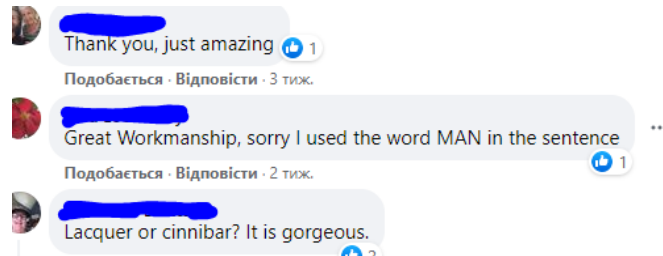
Unlike the first type, the second type of comments (those ones which do not obey the norms of English language) are rather numerous.

But in general, if speaking about the vocabulary features of the posts it can be stated that they have such characteristics:

- use of evaluative lexis to give the feedback;
- not very numerous use of playfully encoded terms and lack of abbreviations;
- lack of blends;
- use of stickers and GIFs featuring some lexical reaction.

The first point, use of evaluative lexis, is related to the reactions of people to the information presented in posts (such as illustrative material or the issue described). The evaluative lexis is presented by adjectives and adverbs, which across page are expressing positive mind or excitement towards this or that idea:

Image 2.12. “Comments of users with words of evaluation”



The adjectives and adverbs presented in the example above are not the only ones used. The comments of users also contain the following adjectives such as wonderful, exciting, nice, beautiful, fascinating, magnificent etc. which shows a great gamma of emotions which art can provoke in people. Sometimes, the emotions can be intensified with the use of exclamation marks, but it is another story.

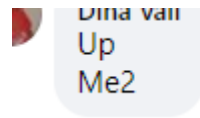
The comments of users are devoid of use of abbreviations. Unlike the case in the posts when they were used together with hashtags creating a sort of hashtag-abbreviation blend, in case with the comments the abbreviations are not very numerous but are present in any way:

*“I like to admire the forgeries in the Medieval Department Collection. Starting with Head #9 aka King David, #38.180. Made in the 1920s by the George Demotte workshop in Paris. Second is the Enthroned King. Both are documented as being forgeries. The article written in Art and Decoration magazine in 1923. 'What about the Gothic Fakes in the Metropolitan'. It specifically writes about that one. The King David came later in 1938. Google: Robert Walsh King David.”*

(Note: *aka* has a meaning of “also known as”)

The playfully encoded terms, as Crystal once stated in his work, are also not numerous:

Image 2.13. “Playfully encoded term”



The utterance produced in this comment can probably have the meaning “Me too.” but instead of writing the three-letter word “too” the speaker used the number the name of which has the similar sounding in order to economize time.

Returning to the topic of reactions to the posts and other comments of users, it was found that the users of the page are keen on using various stickers and GIFs which play a role of the vocabulary unit. These means of expression can be divided into two types across the page:

- “thank you”-type;
- “like”-type.

From the very beginning it is understandable that the multimedia means of the first type are somehow related to expression of gratitude. They are rather colorful and can feature various fonts and surrounding objects:

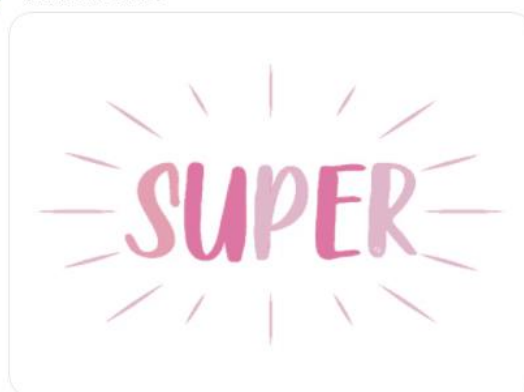
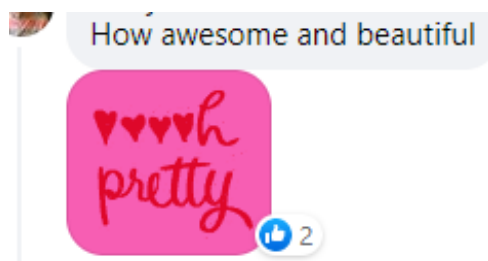
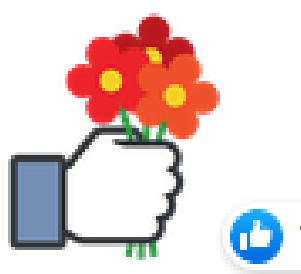
Images 2.14.-2.15. “”Thank you”-type multimedia files”





“Like”-type ones are those which show the admiration of the user expressed towards the post. They can be either just images or images with words:

Images 2.16.-2.17. ““Like”-type multimedia files”



Overall, speaking about these images, their main role is to produce the utterance without making any additional force to do that (such as to type thousands of characters) making it a very convenient and time-saving way of communication.

Orthography is the most vivid feature of online communication in posts of the Met museum’s page. Repeating what was previously said, the comments of the users

are produced by a motley crowd which consists of people of different origins (compared with the posts, which are written by the museum staff, educated professionals), beliefs, mental and educational capacities. That is why, if taking into account errors made by the users, it is very difficult to understand if they were made for psychological reasons or due to mechanical causes without knowing the producer of the utterance. The main specificity of the online communication, as it was said in the theoretical part, is anonymity, which means that a person can hide easily just using a different name and profile picture.

To put in a nutshell, the orthographical features of the comments of the users can be grouped the following way:

- reduction of orthographic system;
- use of different emotion markers;
- errors, reasons of which are usually poorly discernible.

The first subtype, i. e. reduction of orthographic system, wasn't so vivid in comments, if comparing with posts:

Images 2.18. “A post and a comment as an example of the reduction of the orthographic system”

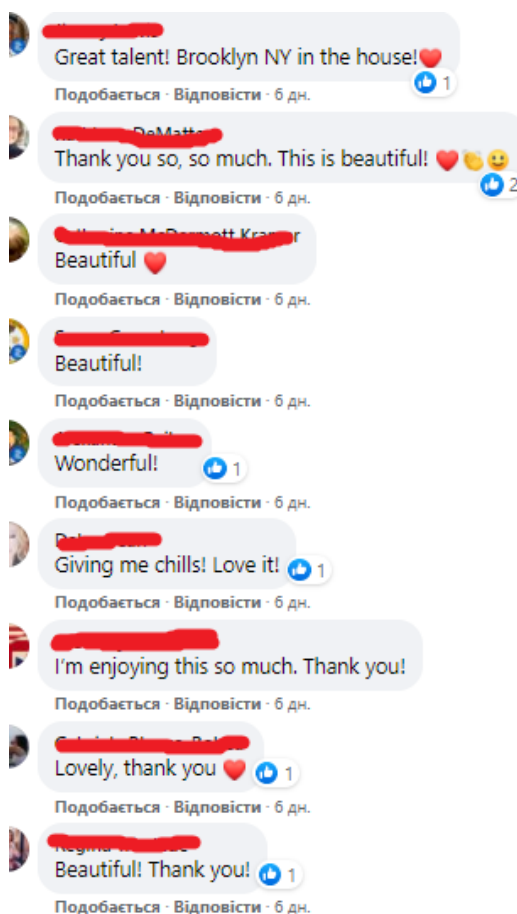


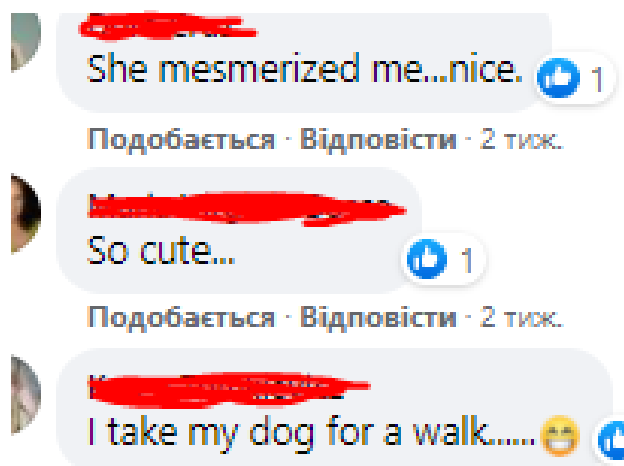
What falls into immediately, if looking at these two texts, is the omission of the pronoun “I” in the comment, which is a typical feature of colloquial style of communication and online communication as well (the right, literary variant should sound like “I am not sure”), while in the comment all the pronouns are used at their places.

Use of different graphical markers (capitalisation, emojis, etc.) are also typical of comments. Unlike posts, where they were used mostly to draw attention, to make lists or simply to make an appeal to the reader, in comments they usually serve as emotional markers. The most important ones are:

- emojis;
- capitalization;
- use of dots and exclamation marks;
- repetition of several letters.

Images 2.19.-2.20. “Representation of the emotional markers in comments”

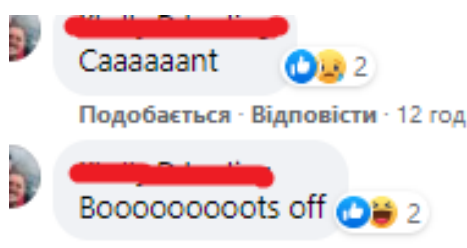




From these examples, it is quite understandable, what the producers of the utterances mean (mostly it is the expression of high gratitude and the excitement to the post with use of graphic amplifiers and it is rather common across the page.).

Another example of an emotional marker used is the repetition of certain letters. In some way, people may associate it with shouting, but in case of comments this feature may function again as a means of expressing of highly emotional state:

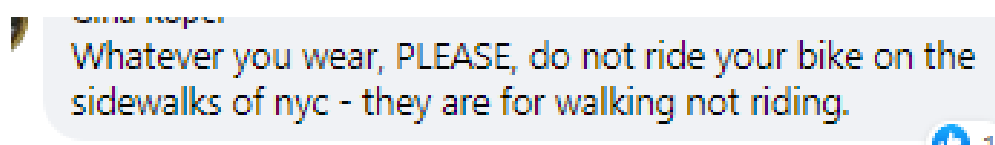
Images 2.21. “Repetition of letters”

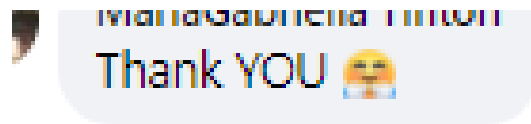


This comment was related to the post about the bicycle costume and perhaps the producer of the utterance wanted to state that it is an implausible costume and the boots on the picture in the post are strange.[58] At first if you read the post, without knowing to what it is related the meaning is not well discernible and this fact proves that the main specificity of online communication is high dependence on the context.

However, some of the emotional markers (especially capitalisation) can be used not only for this reason, but also to show the insistence of the person:

Images 2.22.-2.23. “Use of capitalisation to express insistence”

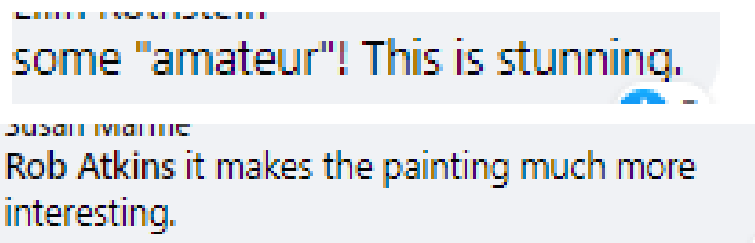




In real life these sentences would be pronounced with the rising tone of the capitalized words. However, in comments there is no opportunity to do so, but due to the need to highlight something (in case with the first utterances the producer of which wanted to divert people from doing unwanted actions, probably by being fed up of seeing them every day and of the second utterance when the producer wanted to highlight that they want to thank the particular person) there arises a need to invent the way how manage with it. That is why the capitalisation was invented.

If returning to errors made by the speakers, they are very numerous and across the page are presented mostly by the lack of capitalisation where it should be:

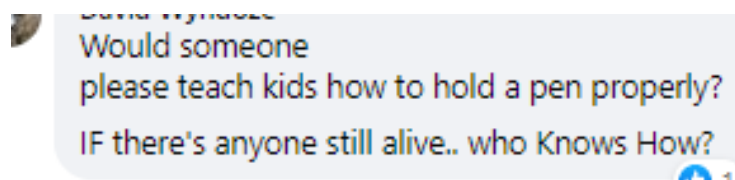
Images 2.24.-2.25. “Lack of capitalisation in certain comments”



It is not known why the producer of the utterance is making the following mistakes, but the assumption can be the slip of the keyboard. That is why these mistakes belong to the class of typos, however some of them might be deliberate.

There was also found an antipode of that, which is the capitalisation in wrong places:

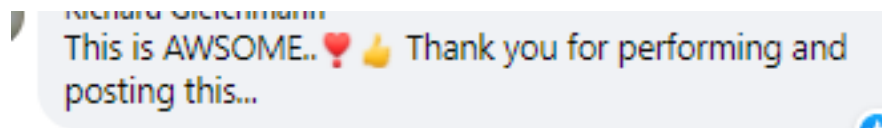
Images 2.26. “Wrong capitalisation”



Again, the reason for this mistake is unclear: whether the person who made it did that deliberately to drive attention or it was just a wrong pressing of the Caps.

Other types of errors include omission of the letters, which can be also an example of typos:

Images 2.27. “Omission of a letter”



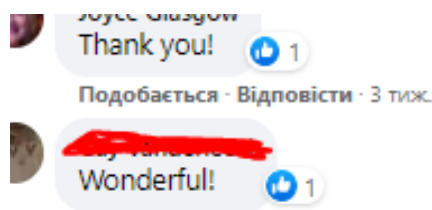
Note, that the right variant of the word is “awesome”.

Grammar features of the posts and comments are in some way similar. In both of them the typical for online communication “emotes”, “grammar drawings” and modification of abbreviations are not used. This can be explained by the fact that most users of the page are not the representatives of the younger generation and therefore are different in terms of speaking and writing.

Simple tense forms such as Future Simple, Present Simple, Past Simple, also imperative case prevail in both types of communication and utterance production across Facebook. However, there is a huge difference between the posts and comments and it is the presence of short verbless sentences in comments.

The first difference was already presented before in this paper. The verbless sentences, which are particularly small in their length are usually exclamative ones in their types, such as “Nice.”; “Beautiful!”; “Stunning!” (containing adjectives and adverbs with positive connotations) and also “Thank you!”etc.:

Images 2.28. “Short exclamative sentences”



Summarising everything, following features of communication are present in comments: informal register, non-homogeneity of comments (comments which do not obey literary norms and those which obey); on vocabulary level: use of evaluative lexis to give the feedback, not very numerous playfully encoded terms and lack of abbreviations, lack of blends, use of stickers and GIFs featuring some lexical feedback; orthography features: emojis, capitalization, use of dots and exclamation marks, repetition of several letters; grammar features: use of simple tenses; short sentence length; prevailing verbless exclamative sentences.

## Conclusion to Chapter 2

The role of museums nowadays is very difficult to underestimate. They have been for a long time the repositories of science, knowledge and valuable artifacts, which can be viewed as a world heritage and teach many people new things. During the pandemic their role has outlived an upsurge due to the fact that they were required to give something new to people bored in their flats and unable to attend them. That is why their online communication has enhanced.

The page of the Metropolitan museum (or the Met) is the typical representative of the world of art segment on Facebook. It gives loads of information about the content of the museum, information about the events, many photos and videos, which can be viewed and commented on by everyone who needs it.

However, the thing is that the museum segment is not studied by modern researchers. That is why this paper is to make up for the loss.

During this research the comments and the posts have been widely studied. The research shows that both the posts and comments possess certain similarities and differences. The similarities include: the certain informality in both types of expression; need to economize time (this is obtained through the reduction of orthographic features); use of different emotion markers on vocabulary level; use of colloquial words, contractions; use of simple tenses mostly; use of imperative case; presence of errors on orthography level.

Although there is such a considerable similarity between the two, the differences between the posts and comments are present. One of them is difference in registers (the posts feature frozen and consultative feature while the comments are marked by informal register). Another one is homogeneity of posts and heterogeneity of comments.

Also wh-question in posts usually serve as attention drawer and graphic material perceived as emotion markers plays different role in posts and comments (the emojis in posts usually serve a descriptive, structural and attraction purpose while in comments it is usually used for the sake of an emotion).

The comments have more emotion markers than posts (not only emojis, but also capitalization, use of dots and exclamation marks, repetition of several letters.); in comments the stickers and GIFs could be found (this is a feature which is not present in posts), which are divided into like-type ones and thank you-type ones.

Also there was wider spectrum of errors in comments compared to posts (the reason for this is the fact that the posts of the page are edited by few people and the comments are written by many people from different countries and origins and are not edited). The errors in the posts are usually belonging to the class of unintentional typos, while the errors committed in posts might be intentional for attaining certain psychological or linguistic effect.

Length of sentences in posts is usually longer while in comments it is shorter. The explanation for this lies in the fact that posts were created for the informative purpose while in comments people usually give their evaluation towards the giver information and it is much easier to express it with a simple sentence or even just one sign.

## GENERAL CONCLUSION

The speed of modern life has increased incredibly. The appearance of gadgets and birth of the worldwide network have changed the life of mankind once and for all. Millions of sites allow a person to perform hundreds of actions without leaving the computer, from online purchases to communication with friends. Especially the role of the computer and the Internet has been enhanced because of the COVID-19, when most everyday tasks previously done offline have moved to the online sphere.

The fact of Internet development could not help predetermining the changes in speech and human minds. The WWW has become a powerful medium of influence in shaping identity and a prerequisite of the creation of electronic discourse, which is marked by globality, anonymity, fast information delivery, simplicity of self-expression etc. And social media sites show these features of full value.

Many scientists have been working on the social and linguistic side of Internet communication. There have been many different classifications proposed (register-based ones, synchronicity-based, volume-and-party-based). Some classifications focus more on the linguistic side of utterance production and one of them is to analyze features according to the vocabulary, orthography, grammar and function in discourse. All these classifications can be subdivided further, e.g. the vocabulary features of the online communication are marked by use of Internet-provoked terms, use of blends, abbreviations, use of terms with double meaning, intrusion of the Internet lexics into offline sphere etc.; the orthography features are simple orthographic system, high dependence of meaning on the context, use of emotionally-coloured markers and many errors encountered.

Because of the fact that the WWW is marked by a great freedom of expression, multiplicity of genres, segments and specificities, sometimes it is very difficult to take into account all the aspects of online communication. And one of them is the segment of museum pages researched on the basis of the page of the Metropolitan museum on Facebook.

Studies have shown that the linguistic specificities of online communication in posts and comments on the page of the Metropolitan museum are in some way similar

because of certain informality possessed, need of saving time, emotionality, simplicity of expression, errors etc.

The posts and comments on this page are different in terms of registers, the posts are more homogeneous in style in comparison with comments, the graphic materials (the emojis used in posts, e.g. are used for a number of reasons ranging from need to structure the lists to draw the attention of the viewer) and grammar features in posts usually play the different role due to the fact that posts are used for informative and consultative purpose while the comments are mostly related to emotional reactions of people writing them and are much more varied than than in posts (they use not only emojis, but also capitalization, dots and exclamation marks, repetition of several letters was also found to express emotions). That is why the length of sentences in posts which as it was said previously have the need to inform the reader about something is usually bigger than that of comments. Also the number of errors in comments is much higher than in posts which can be explained by only one thing: the posts are edited by the staff of the Metropolitan museum while the comments are written by a very diverse number of people, which differ from each other in their education levels, professions, nationalities etc.

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## АНОТАЦІЯ

XXI століття позначилося бурхливим розвитком інформаційних технологій. Зараз важко уявити своє життя без Інтернету та тих благ, які він надає. Сьогодні для майже кожної людини Інтернет став важливою частиною буття, слугуючи швидким помічником у виконанні різних повсякденних завдань, як от купівля товарів, навчання, спілкування у соціальних мережах тощо. Особливого значення Інтернет набув за часів пандемії коронавірусу, коли переважна більшість завдань, здійснюваних офлайн, перейшли до онлайн-середовища.

Факт розвитку Інтернету не міг не визначити змін у мові та свідомості людини. WWW став потужним середовищем впливу на формування ідентичності та передумовою створення електронного дискурсу, який відзначається глобальністю, анонімністю, швидкістю доставлення інформації, простотою у лексичному, граматичному плані тощо. І сайти соціальних медіа демонструють ці особливості повною мірою.

Багато вчених працювали над соціальною та мовною стороною спілкування в Інтернеті. Запропоновано багато різних класифікацій (на основі егістрів, на основі синхронності, обсягу та сторін). Деякі класифікації більше зосереджуються на мовній стороні висловлювань, наприклад одна з них полягає в аналізі особливостей відповідно до словникового запасу, орфографії, граматики та функцій у дискурсі. Всі ці класифікації можна поділити далі, напр. словникові особливості онлайн-спілкування відзначаються використанням так званих “спровокованих Інтернетом термінів”, використанням скорочень, використанням слів із подвійним значенням, вторгненням Інтернет-лексики в офлайн-сферу тощо; орфографія Інтернет-спілкування, наприклад, відзначається великою залежністю значення від контексту, використанням емоційно забарвлених маркерів та багатьма помилками, що виникають під час написання того чи іншого повідомлення.

У зв'язку з тим, що Інтернет відзначається великою свободою вираження поглядів, різноманітністю жанрів, сегментів та особливостей, часом дуже важко

врахувати всі аспекти його комунікації. І одним із таких найменш досліджених його сегментів є сфера музейних сторінок у соціальних мережах. У цій роботі ми фокусуємося на типовій сторінці-представнику цієї сфери, а саме сторінці музею Метрополітен у Фейсбук.

Дослідження показали, що мовні особливості онлайн-комунікації у постах та коментарях на сторінці музею Метрополітен схожі між собою за такими рисами: неформальність, необхідність економії часу, емоційність, простота висловлювання, наявність помилок тощо.

Пости та коментарі на цій сторінці відрізняються щодо реєстрів. Пости також є більш однорідними за стилем у порівнянні з коментарями, способом використання графічних матеріалів (емодзі, що використовуються у дописах, наприклад, використовуються з ряду причин, починаючи від необхідності структурувати списки, щоб привернути увагу глядача). Граматичні особливості постів і коментарів також різняться і це пояснюється тим, що пости на сторінці створюють маючи з інформативну та консультативну мету, тоді як коментарі здебільшого пов'язані з емоційними реакціями людей, які їх пишуть, і є набагато різноманітнішими ніж пости (у них використовуються не лише емодзі, але також великі літери, крапки та знаки оклику, повтор кількох букв, які виконують роль засобів вираження емоцій, почуттів, але не більше). Ось саме тому довжина речень у публікаціях, які, як уже було сказано раніше, потребують інформувати читача про щось, як правило, більша, ніж у коментарях. Кількість помилок у коментарях набагато вища, ніж у дописах, що можна пояснити лише одним: пости редагують співробітники музею Метрополітен, тоді як коментарі пишуть люди, які мають різну освіту, професії, національність тощо.