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ENGLISH AND LITERACY PRACTICES ON FACEBOOK

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ABSTRACT

This research paper explores communication in social networks, highlighting the distinct linguistic features prevalent in online interactions such as slang, emoticons, and abbreviations. The study emphasizes the evolution of internet language, blending elements of written and oral discourse, and its role in shaping user interactions and digital identities on platforms like Facebook. It also addresses the challenges of digital inequality and misinformation, stressing the importance of digital literacy in navigating the complexities of modern communication landscapes.

This paper will demonstrate how virtual spaces like Facebook serve as arenas for cultural exchange and socialization, where language and identity are fluid, allowing users to experiment with self-presentation in ways that reflect both their real and aspirational selves. People from different social and age groups often times will adopt new vocabulary and writing style to make means of expressing one's self more vivid. This leads to peculiar linguistic phenomena, like usage of emojis by people of old age, intentional misspellings or collectively inventing and popularizing new meanings for symbols or old words. This underscores the role of social networks in shaping modern identity constructs and cultural narratives.

To investigate the Internet's rich slang, abbreviations and other various literacy practices and their influence on different demographic groups (specifically different age groups) we created a small corpus of Facebook comments (500 commentaries to 27 posts) and analyzed the reactions of different commentators to posts, and examined the dialogs and polylogs within the open communication space of the social network.

Key words: Internet communication, social networks, lexical-semantic aspects, syntax, meme, abbreviation, slang, emoticons.

АНОТАЦІЯ

Це дослідження розглядає комунікацію в середовищі соціальних мереж. Воно підкреслює відмінні мовні особливості, що поширені в онлайн-взаємодіях, такі як сленг, емотикони та аббревіатури. Дослідження акцентує увагу на еволюції Інтернет-мови, що поєднує елементи писемного та усного дискурсу, та її ролі у формуванні взаємодій користувачів та цифрових ідентичностей на платформах на кшталт Facebook. Також вона звертає увагу на виклики цифрової нерівності та дезінформації, важливість цифрової грамотності в умовах сучасної комунікації.

Ця робота показує, як віртуальні простори, такі як Facebook, служать аренами для культурного обміну та соціалізації, де мова та ідентичність є змінними, та дозволяє користувачам експериментувати з самопрезентацією такими способами, які відображають їхні реальні "я". Люди з різних соціальних та вікових груп часто обирають нові слова та стиль письма, для того щоб висловлюватись більш емоційно. Це призводить до цікавих мовних явищ, як-от використання емодзі людьми похилого віку, навмисні помилки або створення нових значень для символів або старих слів. Це підкреслює роль соціальних мереж у формуванні сучасних конструкцій ідентичності та культурних наративів.

Щоб дослідити багатий жаргон Інтернету, аббревіатури та інші різноманітні граматичні практики та їхній вплив на різні групи (зокрема – за віком), ми створили невеликий корпус коментарів з Facebook (500 коментарів з 27 дописів) та проаналізували реакції різних коментаторів на дописи, а також вивчили діалоги та полілоги у відкритому комунікаційному просторі соціальної мережі.

Ключові слова: Інтернет-комунікація, соціальні мережі, лексично-семантичні аспекти, синтаксис, мем, аббревіатура, сленг, емотикони.

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INTRODUCTION

This introduction serves as a gateway to a comprehensive exploration of English language usage and literacy practices within the realm of Facebook. By delving into the theoretical underpinnings and practical manifestations of language dynamics on this platform, we aim to unravel the intricate interplay between digital communication, linguistic norms, and literacy development.

Many researchers, both Ukrainian and foreign, have been involved in studying the lexical-semantic aspects of the language of social media. Prominent linguists who have tackled this issue include M.O. Bakina, A.O. Brahina, Ye.O. Levashov, V.M. Sergeyev, N.I. Feldman, J. Algeo, K. Sornig, J. Sheidlower, R. Fisher, D. Crystal and many other linguists and scholars. Their contributions have laid the groundwork for a comprehensive exploration of English language usage and literacy practices within the realm of Facebook.

Through an examination of the theoretical basics concerning the use of social networking materials in English, we seek to elucidate the unique characteristics of communication within digital environments. From the specificity of language employed to the utilization of informal linguistic resources such as slang and emoticons, we endeavor to capture the essence of online discourse and its divergence from formal language conventions.

Furthermore, this study endeavors to delve into the realm of literacy practices on Facebook, exploring how users navigate spelling, punctuation, and linguistic accuracy in their online interactions. By dissecting the development of speaking skills through engagement with digital content and analyzing the impact of speech errors on communication, we aim to shed light on the intricate relationship between language proficiency and digital literacy.

Through a multidimensional approach encompassing linguistic analysis, sociocultural perspectives, and educational implications, this research seeks to contribute to a deeper understanding of the evolving dynamics of English language

usage and literacy practices in the digital age. By unraveling the complexities of communication within the virtual sphere of Facebook, we endeavor to illuminate pathways for enhancing language learning, promoting digital literacy, and fostering inclusive and effective online interactions.

The relevance of the research. In an era defined by rapid technological advancements and digital interconnectedness, social networking platforms have emerged as ubiquitous tools for communication, interaction, and social engagement. Among these platforms, Facebook holds a prominent position, boasting billions of active users globally. Within this expansive digital landscape, the role of English language and literacy practices is paramount, shaping the way individuals communicate, express themselves, and navigate the complexities of online interactions.

The object of this research is to investigate the nuances of English language usage and literacy practices within the context of Facebook, a prominent social networking platform.

The subject of this research revolves around the analysis of specific traits of English language usage and literacy practices on Facebook, including spelling, punctuation, slang, emoticons, abbreviations, and how these traits reflect broader literacy practices and communication norms within this virtual realm.

The aim of this research is to contribute to a deeper understanding of the evolving dynamics of English language usage and literacy practices in the digital age, particularly within the context of Facebook.

Tasks for the research:

- 1) conduct a comprehensive literature review to gather existing scholarly works, theories, and empirical studies related to English language usage, literacy practices, and digital communication on Facebook;
- 2) investigate the frequency and context of emoji usage among different age groups on Facebook. Analyze how emojis complement or replace textual

- expressions and their role in conveying emotions and tone in digital communication;
- 3) explore how users employ humor and sarcasm to create and maintain their online identities. Analyze the linguistic features of humorous and sarcastic comments and their impact on group dynamics and social cohesion;
 - 4) analyze how the thematic focus of different Facebook groups affects communication strategies and literacy practices. Compare groups centered around shared interests (e.g., cooking, nostalgia) with those focused on correcting others or fan communities to identify variations in language use and interaction patterns;
 - 5) explore literacy practices on Facebook, examining users' engagement with spelling, punctuation, and linguistic accuracy in their online interactions, and assess the implications of these practices for language learning and digital literacy.

The research material consisted of 500 comments from 27 posts, taken from different pages and groups from Facebook.

During the analysis process, the following research **methods** were used:

Theoretical analysis was used to determine the peculiarities of the research subject.

Comparative analysis to contrast Facebook language use with formal English.

Stylistic analysis method was employed to study the features of internet communication at the linguistic level.

Qualitative analysis to explore users' attitudes, perceptions, and experiences regarding language use and literacy practices on Facebook, providing deeper insights into the contextual and subjective aspects of digital communication.

Quantitative content analysis to measure the frequency of specific language features.

The practical value of the research is determined by the possibility of applying the results in practical and seminar sessions, specialized courses, in the

practice of teaching English as a foreign language, including in higher education institutions.

The structure of the work consists of an introduction, 3 chapters, conclusions, references and summary.

Chapter 1 delves into the foundational concepts surrounding the use of social media materials, particularly focusing on communication dynamics within social networks. It begins by exploring the unique nature of communication in social networks, emphasizing factors like informality and immediacy. The chapter then examines the utilization of linguistic resources such as slang, abbreviations, and emoticons, highlighting their significance in online interactions. Furthermore, it conducts a comparative analysis between English language usage on Facebook and formal English, shedding light on the differences and implications for communication. The chapter concludes by summarizing key insights gleaned from the exploration of these theoretical fundamentals.

Chapter 2 shifts the focus to literacy practices specifically observed on Facebook. It starts by scrutinizing the use of spelling and punctuation in social media discourse, discussing patterns, trends, and deviations from conventional norms. The chapter then investigates how Facebook contributes to the development of speaking skills, exploring avenues for linguistic expression and interaction within the platform. Additionally, it examines the impact of speech errors on communication effectiveness, addressing challenges and strategies for overcoming misunderstandings. Together, these discussions offer a comprehensive overview of literacy practices within the context of Facebook usage, underscoring their significance in contemporary communication landscapes.

Chapter 3 researches the pragmatics of English language usage in online contexts, underscoring the critical role of context in interpreting messages. It emphasizes that the absence of non-verbal cues in digital communication necessitates a reliance on textual elements and adaptive language use to convey subtleties such as tone and intent. This part highlights the influence of cultural

backgrounds on communication styles, emphasizing the need for cultural sensitivity to mitigate misunderstandings and enhance interaction effectiveness. It discusses pragmatic strategies like explicitness, use of paralinguistic cues, and politeness, which are essential for clarity and maintaining rapport in the absence of face-to-face cues. Additionally, the chapter considers technological constraints that influence message construction and comprehension. Through a synthesis of theoretical insights and practical examples, this chapter provides a comprehensive analysis of how digital communication's dynamic nature demands an understanding of the complex interplay between language, context, and technology to foster effective online interactions.

CHAPTER 1. THEORETICAL BASICS OF THE PROBLEM OF USE MATERIALS OF SOCIAL NETWORKS IN ENGLISH

1.1 The specificity of communication in social networks

The concept of communication solidified in academic thought relatively recently, in the mid-20th century. The word "communication" itself has Indo-European origins (from Latin *communico* - to inform, connect, communicate). Communication is understood as a type of interaction between people that involves information exchange, a kind of "informational cooperation" [70, p. 25] in various communication processes "the interaction of individuals using verbal and paralinguistic (non-verbal) means to transmit information" [70, p. 22], where information encompasses any objective facts about the surrounding world, people, events, embodied in the message.

Typically, this term denotes the informational component of communication in contrast to its interactive (interaction and influence of communication subjects) and perceptual (perception by sense organs) components. Viewing communication as information transmission involves investigating its components: information sources, messages, information recipients, transmission channels, and noise. Within this methodology, communication is described procedurally as the transmission and reception of information from one source to another, and substantively, from the perspective of what is actual (expressed) and potential (what has not been expressed). Such a communication paradigm encompasses a fairly wide range of phenomena: from interpersonal to super-personal interaction. It refers to the organized joint activity of people, the functioning and development of all social systems through the transmission of collective experience, intergenerational connection, and the transmission of cultural models.

Media is one of the most important spheres in the lives of people all over the world. In the 21st century, sociocultural development of any society is practically unthinkable without media in almost all fields, including education. Young internet users are accustomed to unrestricted access to information from any device and in

any situation. Social networks have become the primary channel of communication for the youth. Over a quarter (27%) of those aged 13 to 24 spend over 5 hours a day on social networks, with 25% checking for updates every 30 minutes [44, p. 150].

Recently, more and more communicative practices are transitioning to the Internet: the intensity of language use on the Web is increasing, creating a unique communicative environment and space. A special direction of research dedicated to studying Internet linguistics is emerging.

The Internet is a global system of interconnected computer networks for storing and transmitting information. It is often referred to as the World Wide Web, the Global Network, or simply the Web.

The main areas of Internet usage include information resources, e-commerce, multimedia, communication, etc. This definition primarily emphasizes the technological component of the Web. From socio-philosophical perspectives, it is a unique phenomenon based on network principles of information exchange, "interactivity of communication interactions, new ways of modeling objective reality, new technologies of information flow transmission, and new techniques - personal computers."

The Internet as a means of social communication exhibits binary properties such as activity/passivity of the social subject in the information world; fragmentation/harmony of human social existence in the information society; and contradiction/coherence of the content of social influence in the information world. Internet is a "global socio-communicative computer network designed to satisfy personal and group communication needs through the use of telecommunications technologies." A similar definition is classifying the functions of the Internet as informational, communicative, representational, constructivist (or transformative), and rehabilitative. Through the analysis of these functions, the researcher concludes that the Internet, as a tool of global communication, is increasingly transforming into a means of integration, fostering intensive socialization of people and the emergence of new social groups (virtual communities) [55, p. 210].

Interpersonal communication in social networks has a number of advantages and disadvantages. The first advantage of such communication is the ability to meet different people regardless of their location (from other cities, countries, continents) and find friends with similar interests worldwide. Such connections can prove useful not only in personal life but also in matters of personal advancement and career building. The second advantage of virtual communication is the possibility for participants to be quite open since online they may not be concerned about how they appear to others. The third advantage lies in the fact that a user of a social network can learn about their conversation partner before starting communication through their personal profile (although it may not always be reliable). The final advantage: social networks provide a convenient platform for communication while traveling outside one's city or country. To establish such communication, all that is needed is internet connection.

It should be noted that the concept of "friendship" in real life and in social networks significantly differs. In real life, a friend is often someone with whom much has been experienced, someone deserving of trust with whom one frequently and for a long time communicates. In a social network, however, a friend can be any person added to one's contacts list. The main reasons for including a person in one's friends list on social networks are: firstly, advertising a product or service; secondly, a one-time meeting; thirdly, multiple meetings, and only fourthly, genuine friendship in real life.

This presents a paradoxical environment for the emergence and maintenance of asocial relationships. Asocial behavior on social media is marked by limited interaction with content, minimal personal content generation, and a passive consumption of information [41; 48] . These patterns contrast starkly with the expected norms of engagement, which encourage active participation and connectivity.

In light of the above, it is worth noting that alongside the numerous advantages of interpersonal communication in social networks, there is a flip side to the coin.

Currently, there is no consensus regarding the benefits or harms of social networks. Each person decides for themselves how and through what means they wish to communicate; the main thing is to determine one's goal. Communicating in a social network is relatively easy, but it is important to carefully analyze all incoming information, form one's own opinion, double-check information, and avoid scams. For young people, it is important to employ effective time management, as the internet, being an integral part of today's life, consumes a lot of time and can be distracting, sometimes even substituting real-life interactions and communication.

1.2 Internet Communities and Socialization

There are several systemic characteristics of online communities that define internet socialization [51, p. 1153]:

- *accessibility to all*: In internet communities, all participants of communication have the opportunity to build relationships with everyone. Such openness is an alternative to real-life manifestations of social space, where similar communication options depend on various conditions such as territory, time, etc. For instance, any participant can select a potential partner for communication by specifying their location, age, gender, etc., in the search.
- *anonymity*: Anonymity is one of the most important factors influencing people's presence and activity in virtual space. This factor allows anyone to transform their own image as desired. Gustave Le Bon previously wrote about the destructive manifestations of anonymity inherent in crowds. Internet communities also exhibit almost all the characteristics of a crowd, except for territorial proximity. However, in the Internet, an individual, just like in a crowd, due to anonymity, does not feel responsible for their words and actions [38, p. 90].
- *freedom of entry and exit*: This factor is a key value of internet communities. A user is absolutely free in their actions, from turning on the computer to

exiting the social network community or choosing not to engage in online dialogue.

- *specific interests*: Grouping by interests in the online social space allows for the transformation of this space into a social structure. Common interests lead to the emergence of various network integrations, communication groups, and communities. Virtual reality provides necessary resources for integrating niche communities.

The key principle of user integration in internet networks is the construction of an individual image. Formalizing a person's image (such as in the form of a "personal page") makes it easier to maintain connections within the internet community. The power of presentation lies in the filled-out form, through which an individual creates their image, constantly participating in the community [39, p. 150].

The inclusion of individuals into a community, as well as their identification within the community as a whole and with its individual members, depends on the quality and manner of presenting personal information. In this regard, the phenomenon of "identity games," which relies on anonymity, is also worth noting.

It should be noted that despite all the advantages of interpersonal communication in social networks, there are drawbacks. Firstly, there is often a discrepancy between the portrait of the real person and the profile of the social network user. This occurs due to photo editing using graphic programs, favorable lighting, using someone else's photo on the user's page, using drawn pictures instead of photos, etc. Another drawback is distance: with constant communication among friends on a social network, it is sometimes difficult to meet in person due to remote locations. Additionally, social network users are more prone to deception than those who primarily communicate in real-life settings.

Communication in social networks is very specific and qualitatively different from "real" communication that individuals encounter every day. However, it can be reasonably assumed that in the near future, due to modern information

technologies, the quantitative advantage of face-to-face communication will diminish.

Let's consider the main differences in communication on social networks [40, p. 10]:

Currently, there is a predominance of mass and mediated communication, which could not be said several centuries ago.

An increase in the number of forced contacts for people. This is especially noticeable in large cities, where the very way of life determines the inevitability of contacts between strangers: commuting on public transport, shopping in stores, going to the theater. A distinctive feature of such contacts is that they are numerous and superficial; quantity in this case outweighs quality by an order of magnitude.

Contradiction between the form, means of communication, and its content. On the one hand, at the moment, it is not difficult to establish contact with any subjects, regardless of their location. On the other hand, the variety of communication means does not compensate for the depth of communication. This situation has become the main principle for the emergence of the phenomenon known as "loneliness in the crowd."

Active growth of quasi-communication in everyday human life. Quasi-communication is characterized as imaginary communication. For example, the work of many mass media is based on quasi-communication. The illusion of communication is created during systematic viewing of broadcasts, blogs, public figures by an individual. A sense of familiarity with leading bloggers and social group administrators is formed, although in reality, the viewer only has some idea of their lifestyle and activities.

It can be assumed that these superficial, and to some extent, forced contacts for people, given their diversity and massiveness, reduce its quality. The quality of communication is determined by [31, p. 90]:

- the level of interaction;
- the number of needs satisfied in the process of communication;

- opportunities for self-realization and development.

Communication occurs at different levels, which are determined by the general culture of interacting individuals, their character traits, as well as the circumstances and factors under which interaction takes place.

Let's delve into these levels further [35, p. 125-126]:

- level 1. Phatic (from Latin "fatuus" - foolish). It involves a simple exchange of remarks and phrases to sustain conversation. Typically occurring under circumstances where individuals are compelled to communicate but are not interested in the conversation. This type of communication can be characterized as automatic, limited, and primitive, given that the remarks exchanged lack deep meaning and subtext, and individuals do not gain new knowledge. Communication at this level occurs within the bounds of etiquette and norms of the social stratum to which the interacting subjects belong;
- level 2. Informational. At this level of communication, there is an exchange of interesting, useful, and new information. The informational level is characterized by a stimulating component and primarily arises in the context of joint activities. The main feature of this level is active involvement in the communication process and interest in it;
- level 3. Personal. Arises when each interlocutor is ready and capable of deep self-disclosure and understanding the essence of another person, oneself, and the surrounding world. The emergence of situations of spiritual uplift, personality development, inspiration, and enlightenment are influenced by numerous factors, which is why achieving the third level is not as simple as it may seem at first glance, especially during the development and spread of social networks.

The process of communication in social networks is above the first level, but naturally cannot reach the emotional depth and morality of the third level. Therefore,

it can be assumed that in terms of its characteristics, communication in social networks relates more to the second level than to others.

It is undeniable that the Internet today is the most colossal source of information known to humanity. However, its capabilities, such as immediacy, speed, and accessibility of communication between users over long and short distances, allow the Internet to be used not only as a tool for acquiring knowledge but also as a tool for communication.

Reasons for turning to the Internet as a communication tool include:

Insufficient saturation of communication in real contacts. In such cases, users quickly lose interest in Internet communication if opportunities for satisfaction of corresponding needs arise in real life.

The possibility of expressing personal qualities, role-playing, experiencing emotions for reasons impossible in real life. Such opportunities are conditioned by the listed features of communication through the network - anonymity, less stringent normativity, the peculiarity of human perception by a human. The desire to experience certain emotions may also explain the aspiration for emotional content in the text.

Today, essentially, a new form of verbal interaction has emerged - written spoken language. Ukrainian language primarily exists on the Internet in a written form, but in the conditions of interactive network communication, the pace of speech is close to its oral variety.

Residents of social networks are almost entirely devoid of auxiliary (paralinguistic) means: tone of voice, emphasis on parts of speech, emotional coloring, voice timbre, its strength, diction, gestures, and facial expressions. Hence, the reliability of verbal communication becomes extremely low, as, according to psychologists, in ordinary communication, non-verbal communication determines up to 55% of the result [47; 53].

Such a global shortage could not but be somehow compensated, so social media communication still cannot do without physicality. Primarily, the "emotional

deficit" was compensated for in a certain way by introducing surrogate, partially standardized emotional reactions into virtual communication - "smileys" (from the English "smile"), which have become extremely widespread. However, these are still surrogate emotional reactions. There have been numerous attempts to assign and establish certain emotional states to specific smileys, but all of them have proved unsuccessful. In fact, today smileys only inform about the emotionally colored attitude of the author towards the text, simply conveying its direction and degree of emotions (the appearance of the smiley does not matter). As we can see, the emotional palette is very limited.

In addition to "smileys," to compensate for the tone and emphasis of parts of the expression in virtual communication, the so-called "caps" (from the English "CapsLock" - locking the uppercase of the keyboard; writing a phrase or part of it in capital letters) is used, which is widely interpreted on the Internet as raising one's voice.

The inadequacy or impossibility of conveying color, sound, movement on the Internet is replaced by verbal and symbolic analogs - a large number of exclamation marks, "traditionally English lexicon," means from other linguistic genres.

The new world and new way of life in the world demand new linguistic means of communication or the transformation of old ones. Internet slang developed by users transitions into common vocabulary, the revival of the epistolary genre in the form of electronic correspondence also has its linguistic specificity, and the playful conditions of virtual space contribute to bringing communication closer to a game, which, at the level of language, manifests itself in a tendency towards the manner of oral conversational speech even on the most serious site. It is entirely possible that this is about the formation of a new style in language - the style of Internet communication - which is not only a specific feature of the Internet community but also significantly influences the linguistic behavior of society as a whole [22, p. 145].

So, the internet and social media have become integral to modern life, profoundly influencing how we communicate and connect. While offering

unprecedented opportunities for global interaction and virtual communities, they also present challenges such as discrepancies between online personas and real-life identities, as well as the risk of deception. Navigating these digital spaces requires critical engagement and effective time management. Yet, as we embrace the transformative potential of technology, it is essential to strike a balance between the benefits of digital connectivity and the preservation of meaningful face-to-face interactions.

The evolution of communication on social networks presents a complex tapestry of interconnected phenomena. From the predominance of mass and mediated communication to the emergence of quasi-communication and the challenges of conveying emotional depth in virtual interactions, the landscape of online interaction continues to shape and be shaped by human behavior and technological affordances [25, p. 90].

One notable observation is the prevalence of superficial and forced contacts, particularly in urban environments, which often prioritize quantity over quality. This trend, coupled with the contradiction between the ease of establishing contact and the depth of communication, underscores the phenomenon of "loneliness in the crowd."

Furthermore, the delineation of communication into different levels, ranging from phatic to personal, highlights the challenges inherent in achieving profound connection in digital spaces. While social networks may facilitate communication above the phatic level, they often fall short of the emotional depth and moral complexity characteristic of personal communication. The advent of the Internet as a communication tool has ushered in a new era of verbal interaction, characterized by written spoken language and the proliferation of Internet-specific linguistic features such as emoticons and Internet slang. These linguistic adaptations reflect not only the unique demands of virtual communication but also its influence on broader societal language norms [27, p. 11].

As we navigate this ever-evolving landscape, it becomes clear that effective communication on social networks requires a nuanced understanding of both technological constraints and human behavior. By recognizing the limitations of virtual interaction while harnessing its potential for connection and expression, we can strive towards more meaningful and fulfilling online communication experiences.

1.3 Lexical Features in Online Communication

In the context of modern linguistics, a new area of research has emerged – the Internet. It is not only a realm of vast amounts of information but also an environment for the birth of new words, slang, and neologisms. Because of the extremely large amount of material on any topic available on the Internet today, internet networks have become extremely relevant. Internet sources are being thoroughly investigated by many linguists [47; 50; 55] . The language of social media is referred to today as the "new language." Some scholars refer to this new language as a third form of communication alongside oral and written, indicating the emergence of a virtual linguistic personality.

Nowadays, information technologies are evolving, and there is a transition from traditional communication to a new one using social networks. Young people communicate through various social networks every day. A social network is an information and communicative environment with a high degree of communicativeness, expressiveness, and dialogicity [37, p. 180]. Language is the primary tool used in the development and functioning of web content. Social networks have a high level of dynamism. They provide the opportunity to create something new. Social networks are a means of contact and communication for people regardless of their location [32, p. 230]. A characteristic feature of social networks is the absence of a clear structure. Every person who communicates on social networks has the right to write whatever they want. Modern industrial societies are dynamic because they change very quickly. This is why language is

extremely variable and mobile. Every generation has its own vocabulary and slang, which constantly changes [21, p. 60]. Of course, people can still use outdated slang. The language of the modern Internet is still under-researched: some scholars consider it "pseudo-gendered" [18, p. 62], while others see it as being under the creative influence of youth subculture. People's ability to name new things with old names greatly saves the word-forming efforts of individuals [26, p. 64]. The possibility of giving new things old names can be observed in lexical and semantic word formation.

A characteristic feature of English in the World Wide Web is the widespread use of slang. Three main methods of forming new slang words online are identified:

Substituting numbers for letters to abbreviate words; for example, "l8r" for "later," "4u" for "for you." These formations are based on phonetic correspondence and are used to expedite communication in short messages or chats [18, p. 65]. Initially they emerged in pager communication due to the character limits and cost constraints, but as mobile phones became more prevalent, this communication technique migrated to text messaging, where brevity was equally valued. With the rise of the Internet communication platforms, such as social media and specifically with the rise of Facebook and MySpace, these abbreviations seamlessly transitioned into modern digital discourse, reflecting the ongoing evolution of language

Abbreviations, such as "*LOL*" for "Laugh out loud," "*IMHO*" for "In my humble opinion," "*NP*" for "No problem," "*SLAP*" for "Sounds like a plan."

Lengthening words by repeatedly pressing a key with a specific letter; this is used to express emotions, for example, "yaaaaaaaaas." [11, p. 230]

The lexical units of social networks have characteristics common to both slang and neologisms, thus acquiring the status of "slang neologisms" [3, p. 55]. Slang neologisms are newly created slang words that carry a connotation of novelty. That is, a new word has no synonyms. The slang neologisms of social networks contain the following components: expressive, emotional, and evaluative [15, p. 11]. The language of social networks and other important spheres of human society are

interdependent and interconnected. In the structure of slang neologisms of corresponding thematic groups, the emotional-evaluative component has been analyzed.

There are various expressions of emotional evaluation: positive, neutral, and emotional [3, p. 56], indicated through the combination of linguistic and extralinguistic factors. Youth slang is not easy to understand for a more mature audience, as slang is not used in all spheres of life.

It turns out that words that are part of the literary standard also have slang meanings. For example: words that we are familiar with can also be used with other meanings "bird" – a girl; "dish" – an exceptionally attractive woman. The lexical level of comments by social media users possesses unique qualities, such as: the use of emotive interjections, repetitions, onomatopoeia, emoticons, omission of lexemes. Also, the use of emotionally marked words and stylistically reduced vocabulary: slang, colloquialisms, and sometimes vulgarisms [9, p. 22]:

"Did you hear how Dave got totally catfished last month?! The fox he thought he was talking to turned out to be a pervy guy from San Diego!" - "Shut up!!! Stop! Bastard!" - "Nice, brainy girl" [2, p. 64].

Semantic derivation is a fundamental means for enriching the lexical composition of a language. As a result, a word acquires an expanded meaning through the emergence of slang variants. Slang is oriented on a conceptual model, and it is precisely because of this that slang exhibits high dynamism and mobility [8, p. 140]. Here, modern trends of expressive development of the linguistic system are revealed.

The language of social networks incorporates all channels: written, visual, audio, and video channels. In social networks, both images and text are used [46, p. 62]. Of course, printed text is used most frequently.

Social networks are used to quickly establish contact with someone. In such cases, messages are concise. Young people often use abbreviations and acronyms.

There is even a dictionary of shortened words. Thanks to it, there is no need to memorize abbreviations. Of course, this also means that many shortened words are not official, but are used only colloquially.

For example [56, p. 300] BTW (by the way), FYI (for your information), IMHO (in my humble opinion), bf (boyfriend), sp (support).

The most commonly used abbreviations include:

Please – PLS, PLZ (please);

Real soon now – RSN (real soon now);

Sorry – SMT (sorry);

Weekend – WKND (weekend);

Excellent – XLNT (excellent);

Girlfriend, boyfriend – GF, BF (girlfriend, boyfriend);

Good night – GN, HAGN (good night, have a good night);

Happy birthday to you – HBTU (happy birthday to you);

Later – L8R (later);

Late – L8 (late);

I see – IC (I see), and others.

Private messages, announcements, and images constitute a sector where language is used. Literary language is not used in this context [2, p. 8]. In private messages, swear words, abbreviations, and slang words are most often used. Punctuation is rarely observed.

The linguistic-aggregation resource grammarly.net considers the following 10 acronyms to be the most common. Let's familiarize ourselves with their meanings to properly understand their context and prominence in modern communication [49, p. 55-57]:

IDK – the most popular abbreviation across the network, written in full as I don't know. And that's great! Because not every person is capable of honestly admitting that they don't know something.

SMH can be useful when you feel so frustrated that you even shake your head, as this acronym stands for shaking my head.

IKR defies the logic of ordinary conversation and sounds quite odd: I know, right. Perhaps that's why this form is used exclusively in written form.

OP is used to address the original poster, highlighting to whom the message is addressed in case this is a response to a comment or a post that has been already reblogged.

SNH is a very useful abbreviation because it's sometimes difficult to discern whether a person means what they wrote or if it's sarcasm. But when this acronym appears, it's clear that "sarcasm noted here." Except in cases where SNH stands for South New Hampshire, but that's usually evident from the context.

AMA is written by people who have free time for communication and expressing valuable thoughts. It means "ask me anything." You can most often come across this abbreviation on Reddit, but it's already widespread on other social networks as well.

TL;DR – a label for uninteresting long reads, which in full means “too long; didn’t read”. In the context of Facebook communication it is often used a shorter annotation that will inform user about contents of long-read post.

ICYMI – an ironic caption "In case you missed it," used to emphasize the obvious once again. However, sometimes it's also used as a summary for long reads when there's a chance that a person skimmed through and missed an important point.

DR – abbreviation for double rainbow, which in the network expresses immense excitement and happiness. Why specifically a double rainbow? Because in 2010, a video appeared where a man was so ecstatic about a double rainbow that it was impossible to watch without smiling. The video quickly gained immense popularity, and the double rainbow became a standalone meme.

MFW typically accompanies an emoticon or image, as it invites the interlocutor to imagine the face of the person who wrote it at a certain moment in time. The abbreviation is decoded as "my face when."

Initialisms are lexical units that are the most numerous in modern English. Taking into account pronunciation norms, initial abbreviations can be divided into alphabetical and phonetic [5, p. 10]:

Alphabetical initialisms are pronounced as sequentially arranged letters of the alphabet, for example: IT [ai: ti:]; IP [ai: pi:] < Internet Protocol. Such abbreviations are also called alphabetisms or alphabetical abbreviations [7].

Phonetic initial abbreviations (acronyms) are pronounced as ordinary words according to the pronunciation norm; they are formed by adding truncated versions of the initial words of phrases. In social networks, they have received a special name, lolacronyms (laughing-out-loud acronyms), for example [5, p. 11]:

HAND – Have a nice day;

TIL – Today I learned...;

KISS – Keep it simple, stupid;

KIT – Keep in touch;

SLAP – Sounds like a plan;

PAW – Parents are watching;

TOY – Thinking of you.

The spheres of use of acronyms are clearly defined and limited. Restrictions on the use of acronyms are dictated by the denotative meanings of the words they contain [7].

Initial word abbreviations are complexes in which initials are combined not only with abbreviation elements but also with unabbreviated words, for example, with a reduced first component [12, p. 61]:

Bberry (Blackberry - a smartphone that allows you to work with email, SMS, and browse internet pages conveniently, as well as work with other remote services). However, there are initial abbreviations that include not only initial letters, for example: Njoy – abbreviation of Enjoy (to derive pleasure); JAC – Just a second [15, p. 14].

In addition to using slang, young people intentionally change words, which distorts spelling. This is due to the educational level of the conversation participants and the anonymity of communication. Only a certain technique is used on social networks. Very often, they use a large number of unnecessary punctuation marks. For example, who???, wow !!!!!, where are you?????, you know... Furthermore, extremely often, young people tend to ignore capital letters in proper nouns [57] .

Emoticons also serve as a language of social networks. There are an extraordinary number of variations. Traditional emoticons are yellow. They express different moods.

Metaphorical usage is the most significant way to increase the pragmatic power of a word because additional semantic layers primarily express the author's interpretation and evaluation of the phenomenon in question. Metaphors are used where other techniques are lacking and when expressing the pragmatic aspect of communication is necessary. Metaphors need to be deciphered and given their proper meaning. Noun metaphors are one of the largest groups of semantic neologisms. They can be single-membered or two-membered.

Several types of network metaphors can be distinguished [18, p. 76]:

- 1) anthropomorphic
- 2) naturamorphic (nature-based)
- 3) sociomorphic
- 4) artifact
- 5) mythomorphic.

It is possible to consider spheres where such metaphors are used. Metonymy, like metaphor, involves the transfer of meaning from one element of an event to another. Metonymy identifies an object rather than characterizes it. For example, "ask for the floor" – to ask for permission to speak (the word "floor" is transferred from the action to the place). It can be concluded that the Internet is a means of communication among people through written text. It is a conversational means of

communication for a certain group of people. Symbols are often used, which are not typical for literary language.

Among the most common methods of creating slang units in social networks are the following:

1. Borrowing;
2. Abbreviation (LOL, OMG);
3. Shortening (bro, net, info).

The Table 1 [Appendix 5] illustrates common shortenings and their original forms, showcasing the linguistic modifications often seen in online communication, particularly on social networks like Facebook. These shortenings are part of the evolving digital lexicon that users adopt to enhance brevity and efficiency. This trend is reflective of a broader shift towards informal, concise communication modes that are characteristic of digital interactions.

Word abbreviation, a shortened form of words or phrases, is widely used in casual writing. It is akin to shortening words and often involves dropping vowel letters. Like other forms of internet slang, word abbreviation is employed to save space and time in online communication. Table 2 [Appendix 6] illustrates examples of the most frequently used word abbreviations on social media. As electronic communication, such as texting and social media, gains popularity, abbreviations are increasingly used. This trend arises because some concepts lack direct translations into certain languages.

Now, let's observe the Table 3 [Appendix 7]. The following table lists common phrase abbreviations frequently used in online communication, particularly on social media platforms. These abbreviations exemplify the informal and rapid nature of digital discourse, where brevity and immediacy are often prioritized. Such linguistic shortcuts are not only convenient but also contribute to the creation of a shared digital lexicon among users. Understanding these abbreviations is crucial for navigating and engaging in online interactions effectively.

Foreign borrowings are the most popular among slang expressions in social networks. These expressions often carry nuanced meanings and connotations that evolve rapidly, reflecting the dynamic and fluid nature of contemporary communication. In the context of Facebook and other social media platforms, slang facilitates the creation of in-group identities and fosters a sense of community among users. Table 4 [Appendix 8] contains various slang terms currently prevalent on social media, along with their meanings.

Internet communications, like social networks, have individual themes and goals, expressed in writing at all levels of structural organization of this genre: phonetic, grammatical, lexical, syntactic, and graphical.

In conclusion, the evolution of information technologies has brought about a significant shift in communication patterns, with traditional modes giving way to the pervasive influence of social networks. These platforms, characterized by their high degree of communicativeness and dynamism, serve as vital mediums for interaction across geographical boundaries. The absence of a rigid structure on social networks allows for individual expression, resulting in the emergence of slang neologisms that reflect the linguistic creativity of users, particularly the younger demographic.

The language of social networks is a dynamic amalgamation of various linguistic elements, including slang, abbreviations, and emoticons, all of which contribute to the expressive richness of online communication. Moreover, the use of metaphors and metonymy adds further layers of meaning, shaping the discourse within these digital spaces.

The prevalence of abbreviations and word shortenings underscores the adaptability of language to suit the fast-paced nature of online interactions, catering to the need for swift and efficient communication. Despite concerns about the potential impact on linguistic norms, the fluidity and adaptability of language in social networks reflect broader societal trends and cultural shifts.

As social networks continue to play an increasingly integral role in modern communication, understanding the nuances of language within these platforms

remains essential for effective engagement and interpretation. By exploring the intricacies of linguistic phenomena in the digital realm, we gain insight into evolving modes of expression and the complex interplay between language, technology, and culture.

The evolution of linguistic resources in online communication, including slang, abbreviations, and other forms of language adaptation, underscores the dynamic nature of human interaction in the digital age. These linguistic shortcuts serve as both a reflection and a catalyst for the rapid pace of communication in virtual spaces. While they may initially appear as deviations from traditional language norms, they ultimately facilitate efficiency, creativity, and community-building among online users. However, it is essential to recognize the potential pitfalls, such as misunderstandings or exclusionary practices, that can arise from the proliferation of these linguistic resources. As technology continues to shape the way we communicate, embracing and understanding these linguistic shifts can enrich our online interactions and deepen our appreciation for the diverse ways in which language evolves and adapts to new contexts.

Moreover, the prevalence of slang, abbreviations, and other linguistic resources underscores the importance of linguistic flexibility and adaptability in navigating digital communication landscapes. As online platforms continue to diversify and globalize, these linguistic shortcuts serve as bridges connecting individuals across cultural and linguistic boundaries. They enable users to express themselves succinctly and authentically, fostering a sense of belonging and camaraderie within online communities. This trend highlights the evolving nature of language, where traditional rules are often bent or reinterpreted to fit the dynamic and informal contexts of digital interactions.

Conclusion to Part 1

The specificity of communication in social networks, particularly evident in the use of linguistic resources such as slang, abbreviations, emoticons, and other

informal elements, underscores a distinct evolution in the way we communicate online. Platforms like Facebook have become virtual spaces where language adapts and morphs to fit the fast-paced, casual nature of digital interaction.

When comparing English language usage on Facebook with formal English, it becomes apparent that the former is characterized by a relaxed and informal tone, often prioritizing brevity and immediacy over traditional grammatical rules and conventions. Slang terms, abbreviations, and emoticons serve as shorthand for expression, facilitating rapid communication and fostering a sense of community among users.

However, while the linguistic landscape of social networks may diverge from formal English, it does not necessarily denote a degradation of language. Instead, it reflects a dynamic and adaptive mode of communication that reflects the ever-changing nature of human interaction in the digital age.

The specificity of communication in social networks underscores the multifaceted nature of language, showcasing its ability to evolve and transform in response to technological advancements and shifting social norms. As we continue to navigate the complexities of online interaction, understanding and embracing these linguistic nuances will be crucial in fostering meaningful connections and effective communication in the digital realm.

The unique linguistic landscape of social networks highlights the importance of context and audience awareness in communication. Users often employ different linguistic resources based on the platform they are using, their intended audience, and the nature of the interaction.

While slang, abbreviations, and emoticons may be ubiquitous on platforms like Facebook and Twitter, they may not be appropriate in more formal or professional settings. Understanding when and where to employ these linguistic elements is essential for effective communication across various digital platforms.

Moreover, the prevalence of informal language on social networks has sparked debates about language norms and standards. Some argue that the use of

slang and abbreviations leads to a deterioration of language proficiency, while others view it as a natural evolution of communication in the digital era.

People often tailor their linguistic choices to align with their desired online personas, which may differ significantly from their offline identities. This phenomenon underscores the performative nature of social media communication, where language becomes a tool for crafting and projecting multifaceted identities. As individuals navigate these digital spaces, they continually adapt their language use to engage effectively with diverse audiences, whether to foster connections, build social capital, or simply entertain. Such adaptability highlights the intricate relationship between language, identity, and social interaction in the digital age, demonstrating the ongoing evolution of communication practices in response to technological advancements.

Ultimately, the specificity of communication in social networks reflects the diverse ways in which individuals navigate and negotiate language in online spaces. As technology continues to shape our modes of interaction, it is essential to recognize and adapt to these linguistic shifts while also maintaining an appreciation for the richness and complexity of language in all its forms.

CHAPTER 2. LINGUISTIC OBSERVATIONS ON FACEBOOK USAGE

2.1. Spelling and Punctuation Practices on Facebook

The exploration of spelling and punctuation practices on Facebook based on comments for posts reveals a dynamic change between formal language conventions and the informal, often playful, nature of online communication. Facebook users do indeed employ a wide range of literacy practices, including the use of slang, intentional spelling errors, and varied punctuation styles, as the theoretical material suggested. The use of these linguistic features varies significantly across different age groups and social demographics, shaping the unique digital landscape of Facebook interactions. However, the data collection reveals that usage of slang and other common Internet jargon features often depends on author's communication strategies more than age. For example, the more users engage in heated discussions or arguments the more they tend to refrain from using slang, shortenings and sometimes implement proper punctuation. Nevertheless, if the user is not interested in explaining the topic or their point of view they tend to switch into mockery, engaging with the goal to "flame" the opponent, make them angry. This, can be seen, for instance in this conversation where the first user clearly wrote joke and prove that they are right, while second was ready to attack the commenter from the start: "*There never was a moon landing. Just ask these guys..*" with commenter 2 answering: "*You could learn more accurate facts by listening to credible sources, not these conspiracy theories*" [71]. Noticeably, both are part of the same age group, signifying, alongside other examples from the corpus that age is not a definitive marker for the usage of slang. By examining features such as elongated words, intentional misspellings, hashtags, and sarcasm markers, our analysis uncovers how distinct demographic groups utilize and adapt language in their digital communications.

Intentional spelling mistakes and creative punctuation are another hallmark of Facebook communication. These practices can serve various purposes, from adding

emphasis and humor to reflecting a casual tone. For example, let's start from the word elongation. Users tend to elongate words in order to put emphasis on their emotions, negative and positive [Appendix 11]. Sustaining sounds in speech, elongating vowels or consonants, is a natural part of phonological working memory and speech production. This practice helps in emphasizing words and conveying emotions effectively and is one of the examples how the Internet communication utilizes features of the oral communication. Using "sooooo" instead of "so", "nooooo" instead of "no" or even "wtfffffffff" instead of "wtf" is reminiscent of shouting, a practice that cannot be usually reflected in written speech as we know it [83].

Young adults, comprising the largest segment of the comments dataset, exhibited high frequency of elongated words, with 35% of instances. For instance, comments like "*Fez yelling Ash and him getting shot lawwwd*" [83] or "*Omg I remember this from when we first had the Disney channel when I was 7!! Oh my gosh I'd completely forgotten this! It was my favorite! Thank you soooooo much!!!!!!*" [77] demonstrate how the vowel extension is used to put emphasis on the sentence, similarly to how people can use emphatic auxiliary do/does. This demographic's use of elongation reflects a broader trend of informality and expressiveness in digital communication. Young adults, often balancing professional and personal digital identities, navigate multiple communicative contexts, and their adaptive language use highlights their proficiency in digital literacy. The prevalence of such features underscores the importance of emotional connectivity in their online interactions, which can be critical for community building and social bonding in virtual landscapes of Facebook.

Adolescents showed the highest case of word elongation in their comments, contributing 45% of all instances. This frequent use of elongation highlights their highly expressive and informal approach to communication. Adolescents often employ such linguistic features to convey emotions more vividly, such as excitement, sarcasm, or sadness. For example, here we can see elongation used for

putting emphasis on sadness: “Stfuuuuuuuu😭😭😭” [83], “PLSSS I jumped when maddy started gettin Cassie’s ass!!!! It’s about time” [83] and “My anxiety was literally through the fucking roooff during the finale!! Idk how to feel because like BROOOO 😊😊”. [85] Here for excitement “ETHANNNN YASSSS” [83] ,“I’m livvvvvviiiiinnngggg for this. 😊” [83] and “Shit bout to go downnn” [79]. This practice aligns with their developmental stage, where peer acceptance and identity formation are crucial, and language serves as a key tool for social interaction and group belonging. The playful manipulation of language reflects their comfort and fluency with digital media, as they have grown up in an era dominated by smartphones and social media. This group's linguistic creativity can influence broader trends in digital communication, as they are often early adopters and trendsetters in the online world.

Comments of the middle-aged adults had demonstrated the moderate use of elongated words, with 18,33% of all instances. This group's linguistic behavior suggests a blend of traditional and modern communication styles. While they may not use elongated words as frequently as younger users, their occasional use of such features indicates an adaptation to the informal norms of social media. This age group is often characterized by their role as digital immigrants—individuals who have had to adapt to the digital age rather than growing up with it. Their language use reflects a balance between maintaining grammatical standards and engaging in the casual, conversational style typical of social media platforms. Thus, their vowel elongation seems more traditional, for example “This makes me SO SO SOOOOO VERY UNCOMFORTABLE” [78] and “That what I have on my phoneeee!!!! Lol” [81]. One middle-aged commenter specifically decided to use vowel elongation to mock conspiracy theorists “...Open yer eyyyyes, maaaaaan. Can't you see?! That's what they WANT you to think! Thing's reeeeeaaaal, maaaaaan!” [71].

Older adults, contributed only 1.67% to overall cases. This lack of usage suggests a preference for more traditional language conventions, reflecting their general communication style. Older adults might be less familiar or comfortable

with the informal and playful language practices common on social media. Their adherence to standard grammar and spelling rules may stem from their education and professional backgrounds, which likely emphasized formal writing skills. This group's linguistic behavior highlights the generational divide in digital literacy and comfort with evolving communication norms. Even when the elongation was used it was very plain, simply putting emphasis on agreement “*Yesss it does*” [74] .

The phenomenon of using non-standard spelling and punctuation is not limited to younger users. Older adults also engage in these practices, albeit in different ways. For instance, older users might use emojis and GIFS (often times via the Facebooks built-in stickers feature) [74 ; 75] more frequently to compensate for the lack of non-verbal cues in text-based communication. The adoption of such digital literacy practices by older generations indicates an adaptive response to the evolving norms of online communication and a desire to participate fully in the digital sphere. Analyzing Facebook comments also reveals intentional mistakes that serve as social and rhetorical devices. Users usually deliberately misspell words or use incorrect grammar to mimic speech patterns or convey a more relaxed, informal tone. These intentional errors can create a sense of intimacy and immediacy, making interactions feel more personal and less rigid. For example, this comment “*...A vacuum cleaner??!? What model? Gotstaget one of them!*” [71] blends the already informal word “gotta” (have to, must) with “get” , intertextually referencing ZZ Top’s song “I Gotsta Get Paid” to produce this amalgamation of a word, that will, nevertheless, be understandable to other users. In similar fashion, many comments use -z suffix instead of -s to produce plural forms, something that was trending in 90s as seen in comments like “*Here we go babez!!!!*” [83] , “*...yes I need to know how much cuz this right here is heartwarming.*” [84] and “*Ezpz? They barely beat him and only was able to cut the ring off because he had already nearly fallen. The movie didn’t stay true to that part.*” [89] . Other phonetical spellings are plenty as well “*...I dunno. Not all walls are made of brick, for one.*” [71] , “*...so are you guys gonna test it or just keep arguing about it? I vote test it and come back and let us all*

know what you found” [72] . This type of linguistic simplification appears more frequently in posts by younger adults, reflecting a more casual, conversational style that resonates with their peers.

The use of punctuation on Facebook often diverges from standard written conventions, reflecting the platform's hybrid nature, which blends elements of spoken and written discourse. Users frequently employ punctuation marks in unconventional ways to convey nuances of speech, such as pauses, intonations, and emotional undertones. This practice highlights the adaptability of written language in digital contexts, where the primary goal is to facilitate clear and expressive communication. One of the most common features of punctuation on Facebook is a deliberate ignoring of the punctuation symbols, specifically the full-stop. Full-stop may seem unnecessary when one whole message can be perceived as the full sentence thus eliminating the need for special symbol. However, this seem to be a case not only with the full stop, many commenters do also like to skip commas (*“The old misnomer 'the dark side of the Moon' gets another one. There is a near side and far side but no side which stays dark. And water on the Moon would be news to me.”* [71]), semi columns are a very rare occasion in Internet speech and even apostrophes are missed some times due to laid-back approach (*“...A PENNY MARK, MAYBE YOUVE HEARD OF THEM”* [72] , *“I’m just here dealing with emozilla and the 'tattoo 's' the AI dropped on him. Who cares about the 10 story tall coin killing people when that shits on the loose?”* [72]) . At the same time, Facebook users of all age groups: Young Adults – 45% , Adolescents – 15.85% , Middle-aged Adults 26.83% , Old Adults – 10.98% [Appendix 12] adore using multiple question marks, exclamation marks or the combination of these to further depict their range of emotion. The results suggest that this universal feature is suitable for all age groups in their style of informal communication and specifically caters to their needs. Additionally, many users engage in writing with Caps-Locks a feature that allows user to type all letters in the upper case. Analysis shows that there are several reasons for this feature. Users can highlight a word or several in their message to attract

attention to it “*I LOVED this show! Omg talk about unlocking a core memory 😊*” [77] , “*Mayo AND Musturd!!!*” [77] and “*In 1982 there wasn’t an @anything so I find this EXTREMELY hard to believe.*” [94] which is the overwhelming majority of cases (180 out of 191 instances). Alternatively, users can write in all-caps in order to simulate louder tone (in some cases even shouting) that they would use in real life oral speech (“*WHAT IS THIS? A BURJ KHALIFA FOR ANTS?!*” [72] , “*...THIS LOOKS LIKE THE TROY WALMART LIGHT*” [78] and “*I THOUGHT HE WAS GOING BACK 2 THE PLAY*” [80]) and we can never exclude the possibility that all-caps can be used by mistake, an example of new modern day computer-mediated typo “*I HAVE A MINNESOTA recipe from my friend and sister mayo mustard sour cream s/p*” [74].

Breaking down the usage by age groups, it was observed that both middle-aged adults (26.42% of all cases) and young adults (35.34% of all cases) used uppercase for emphasis, though the distribution and contexts might vary. Young adults might use uppercase to reflect a more dynamic and expressive communication style, while middle-aged adults might use it to emphasize critical points or correct misinformation more sternly.

2.2. The Expression of Emotions in Facebook Interactions

As was already mentioned, Internet communication facilitates more vivid emotions and reactions. For, example, statistical analysis of our research shows that the majority of comments (68.4%) that contained any kind of humorous mood used “LOL” to display some sort of joyful mood or laughter as the reaction to their interlocutor, universally used by most age groups. While “LMAO” was used by smaller (22.8%) groups of people mainly comprising of younger, adolescent commenters. Notably, in this context seniors were the most likely age group to ignore slang words denoting emotions at all and reacting with usual “haha” (8.8%).

Furthermore, we can observe the combinations of laughing and crying emojis with the textual expressions "lol", "lmao", and "haha". It was found that 15.8% instances of words expressing sadness or joy were used alongside one or several emojis, usually it was either laughing or crying emojis. This combination emphasizes how users often blend textual and visual elements to convey nuanced emotional tones in their digital interactions. In spite of the fact that it was only 15.8% this phenomenon occurred evenly between various age groups and Facebook pages, indicating that this trend will grow exponentially with the bigger sample size.

However, we also wanted to focus on the multimodal aspects of the Internet communication. Expanding upon this, our study also sought to quantify the use of laughing and crying emojis within the same set of comments. The laughing emojis considered included 😂, 🤔, 😏, 😄, 😊, and 😁. The results showed that 😂 and 🤔 were the most frequently used laughing emojis, in 50% of the comments with laughing emojis. Other laughing emojis such as 😏, 😄, 😊, and 😁 were less common, with occurrences ranging from 2% to 12% [Appendix 9]. These findings indicate a universal preference for specific laughing emojis among Facebook users. Similarly, we can suggest that when expressing sadness or intense emotion, Facebook users predominantly favor the crying face emoji (😭) over other similar options as it was used the most out. While we were talking about expressing emotions, this crying emoji (😭) and this smiling emoji with a droplet of sweat (😓) are often used by adolescents and young adults to create the sense of “cringe humor” as if they are laughing but at the same time they feel terribly uncomfortable because the post’s author or commenter that they reply. Here are some specific examples of this usage from our dataset: “*LMAO cassie’s mom is my new fav 😭*” [83] and “*...thats awesome and the pic of it further back is so much funnier looking 😭😭*” [78] or “*... y do they even ask that 😏*” [96].

When analyzing the same data by age groups, it was observed that younger adults (ages 20-39) were more likely to use laughing emojis, with 40% of the crying

laughter emoji (😂) and crying laughter rolling emoji (🤔) coming from this demographic. Middle-aged adults (ages 40-59) accounted for 27% of these emoji uses, and older adults (ages 60 and above) contributed the remaining 13%. Adolescents (ages 13-19) showed a unique pattern, contributing 20% of the uses of these emojis, this can be contributed to the fact that younger generation tends to use other emojis as well or to the fact that the young adults remain the biggest user group as of today [Appendix 1]. In terms of textual expressions, "lol" was predominantly used by younger adults, representing 70% of its occurrences, while "lmao" and "haha" were more evenly distributed across age groups. Notably, middle-aged adults were more likely to use crying emojis, particularly the crying (😭) emoji, which they used in 65% of the instances [Appendix 10]. Although these statistics seem to highlight generational differences in digital communication preferences and suggest that younger users are more inclined towards visual expressions of emotion, while older users might balance between textual and visual cues, we also see exceptions to the rules where old adults fully engage into emoji usage, so despite the age group we can still find individual people dispersed in different groups that will be exclusion to the rules, such as this comment made by a grandmother from Alabama “*Oh yes I had 2 or 3 , I was a mean girl in school, LOL 😂😂🙄*” [73].

Slang words are often charged and can be used to denote drastic emotions. In our analysis of posts and comments we have found slang words that convey strong emotions. The focus was on terms that are used to denote other person such as: "queen", "dude", "bro", "bruh", “fam” and words that describe situation or object "af" (or "as fuck"), "fr" (or "for real"), "slay", "lit" . Among these, "lit" was prominently used to describe exciting events or moments, as seen in this comical comment “*...The moon gets lit all the time. Blazin', chiefin', turnt.*” [71] shared by a young adult.

The words "slay" and "queen" were particularly notable for their use in praising and empowering others. "Slay" is often used to commend someone's exceptional performance or appearance, such as in fashion or achievements,

highlighting admiration and encouragement. In the context of our research these terms occurred mostly in adolescent and young adult predominant groups, specifically filled with women commenting posts of Taylor Swift official Facebook page and from the hit teenage drama show Euphoria's popular fan page. "You are the mastermind! This album further proves it! Keep slaying queen! We love you!" [93] used to encourage comment author's favorite singer for example and "What a power move when Maddie said "it's only the beginning and walked off" QUEEN." [83] to praise one of the characters of the show. Here we can observe the divide between each group's literacy practices most vividly. Although Taylor Swift's page was filled with people from very varying age, the usage of these specific lexical units is solely used by adolescent and young adult groups. [93]

Similarly, "bruh" and "bro" were commonly used to express camaraderie and disbelief, especially among young adults, as in the comment, "... bruh! I'm dieing." [71] or "Bro missed the chance to become romcom mc" [87]. Otherwise, it can be used as a clear sign of irritation, similar how the word "dude" is sometimes used. For example, in this comment by adolescent "Bruh there's a speed limit because wind force and gravity speed" [72] or "...dude you just making up nonsense from nowhere 🤔🤔🤔" [79]. The usage of these terms highlights a trend where younger individuals prefer vibrant and expressive language to communicate enthusiasm and relational dynamics.

Terms like "af" (or "as fuck") and "fr" (or "for real") were often used to intensify emotions. "Af" is used to emphasize admiration or excitement. For instance, "Awww cute af" [97] or "I got the same one. Hard AF" [81] showcasing a heightened level of affection. While "fr" is used to emphasize how shocked and flabbergasted the speaker is when used in questions, alternatively, if it is used in statements it can show how serious they are. For example, "...yeah fr fr" [90] and "Awee, he's tired of y'all frfr 😞🤔" [96]. Breaking down the occurrences, young adults (20-39) led the usage, accounting for 49.1% of the total slang words.

Adolescents (14-19) followed with 29.1%, middle-aged adults (40-59) with 18.2%, and older adults (60 and above) with only 2.7%.

The role of these slang words varies significantly across age groups. For young adults, slang serves as a means of injecting energy and emotion into their communication, often making their interactions more engaging and relatable. Middle-aged adults, while less frequent users, still adopt these terms to stay relevant and connect with younger generations. Older adults' minimal usage underscores a generational gap, where traditional communication styles prevail. An example from the corpus includes a middle-aged adult stating, "*The moon gets lit all the time*" [71] blending modern slang with a common observation, to produce a word-play. This usage pattern underscores how each age group leverages slang to enhance emotional expression and foster social connections, with younger individuals leading the way in adopting and popularizing these terms.

Based on the information that we discovered and comments analyzed, we can produce conclusions about how each group utilizes the medium of the Internet to communicate their emotions. Middle-aged adults tend to use direct and assertive language when expressing emotions. They articulate their feelings explicitly, often using words that convey anger, frustration, or joy with clarity. This group favors straightforward communication, emphasizing their points with clear and unambiguous language. For example, their posts might include statements that are both well-structured and timider like, "...*thinks all coins are circular* 🤔. *Let me guess. American right?*" [72] and "*Lol, well that is humorous timing given the geomagnetic storm we are likely to get this weekend*" [76]. Adolescents are characterized by their dynamic and expressive use of language, often experimenting with new trends, slang, and emojis to convey their emotions. They frequently use hyperbolic language, exaggeration, and visual elements to express their feelings. For example, an adolescent might post comments like these "*I THOUGHT HE WAS GOING BACK 2 THE PLAY*" [80] or "*Wtffff hbo not working* 😭😭😭" [83] to convey extreme shock or irritation. Their posts are often filled with multimodal

elements such as emojis, GIFs, and memes, which serve as both a form of emotional expression and a way to connect with their peers. Adolescents also show a tendency towards quick, reactive posts, often driven by immediate emotions and current trends. Young adults exhibit a higher tendency towards nuanced emotional expressions, often relying on sarcasm, humor, and irony to convey their feelings. They do, however, often rely on the means similar to adolescents, and the time progresses this group will likely showcase even more similar behaviour as the Internet finally became mainstream. This group enjoys embedding their emotions within playful language, puns, and jokes, which serve as a medium to express their underlying sentiments. For instance, a young adult might comment, “*When you get your science from Michael Bay Transformer movie titles! 🤔🤔🤔 If I can't see it, it must be dark? So if I close my eyes no-one can see me? Er... 😞👤!*” [71] to mock the source of information and express skepticism or “*Listen to a record or watch a movie, dude.*” [72] and “*He saying I’m begging u like Nate can take it back and say nvm yall*” [83] to express irritation, frustration or other similar emotions. They also use emojis and internet slang to enhance their emotional expressions, making their posts more engaging and relatable. Older adults generally use a more measured and reflective style of communication. Their emotional expressions are often tempered with a sense of wisdom and perspective, reflecting their life experiences. They tend to use formal language and complete sentences, with less reliance on slang or visual elements. For example, an older adult might write, “*Yeah, the back of my hand with a ruler, If you did not use your right hand to write. The nuns always told you to use your right hand because the devil was left-handed.... Now I am right handed.... 🏠 🏠*” [73] or “*It’s so bland without mustard. I’m 80 years old, and I have eaten it with mustard as long as I have been able to eat table food. Don’t knock it until you’ve tried it.*” [74] While they may express emotions such as sadness, concern, or joy, they often do so in a more reserved and contemplative manner. However, some older adults may also adopt elements of humor or light-heartedness, especially when engaging with younger family

members, peers or something that provokes and interests them. In fact, surprisingly many senior commenters (despite statistically being the lowest) fully engage with multimodal elements like emoji, GIFS, memes and even slang, though it often times varies from the “hip” culture of teens.

On average, we can conclude that each age group has distinct patterns of emotional expression. Middle-aged adults prefer direct and assertive language, while young adults favor humor, sarcasm, and subtlety. Adolescents are highly expressive and experimental, using a wide array of visual and textual elements to convey emotions. Older adults tend to be more measured and reflective in their emotional expressions, often drawing on life experiences to add depth to their posts. Furthermore, in argumentative contexts, middle-aged adults tend to remain firm and straightforward in their language, often repeating their points for emphasis. Young adults might employ sarcastic comebacks and witty retorts to undermine their opponent’s arguments while simultaneously expressing their own emotional stance. Adolescents might react impulsively, with quick and emotionally charged responses, while older adults often adopt a more reasoned and less confrontational approach, aiming for a constructive dialogue. This can be seen, for example, in discussion about cooking recipes, where many senior users not only agreed/disagreed but also provided alternative recipes or sort of “justification” for adding other ingredients, such as this commenter states “*I surpose you could mix mustard in with the miracle whip. It would give it a little tangier taste!*” [74] . However, this conclusion only applies to neutral comments. Users can quickly alter their means of expressing emotions if they change their communication strategy and goals.

Generally, analysis shows that the primary difference between the age groups lies in the subtlety of emotional expression. Middle-aged adults favor directness, which can sometimes come off as confrontational, while young adults and adolescents lean towards subtlety, using humor and visual elements to diffuse potential conflict while still making their emotional stance clear. Older adults tend to blend directness with a reflective approach, providing a balanced perspective.

This applies to group communication and might be connected with how each age group values the environment they are in. For younger generations it is an opportunity to be witty, smart, funny about something that they like or are interested, for older adult groups Facebook communication is usually a means of getting to know people or learn about something (new cool life-hacks for their hobbies, recipes, new series or movies to watch, etc.) and so this explains their general straight-forward attitude and commune-like approach for older commenters on these pages, where they want to share more information about themselves. These differences in emotional speech impact the overall communication within Facebook groups.

2.3. Influence of Facebook Groups on Communication Strategies and Literacy Practices

Different Facebook groups cultivate distinct communicative behaviors based on their thematic focus and the demographics of their members. For instance, in the group "People Incorrectly Correcting Other People" the predominant interaction style involves humorous corrections and sarcastic commentary. Users often engage in playful banter and witty retorts, emphasizing a social environment where humor and intellect combine. An example from the dataset is a comment like, "*The Moon is always lit fam*" [71] which, while factually playful, sparks a series of humorous responses, showing that this group thrives on wit. Many commenters incorporate pop-culture references in this group like, "*When you get your science from Michael Bay Transformers movies*" [71] or numerous references to Pink Floyd's album the dark side of the moon "*You could learn more accurate facts by listening to Floyd, ffs*" [71] or the popular British sitcom The IT Crowd "*...yes you do, you've just used a double negative. 😊 h/t IT Crowd*". [71] The general behaviour in this group seems to often provoke extensive threads of comments filled with corrections, jokes, and debates, fostering an environment of lively discussion and intellectual engagement.

An illustrative comment from the dataset is, "*Did OP just post himself in this group as someone to be corrected?*" [72] This initiates a thread of back-and-forth dialogue filled with humor and corrections.








While previous Facebook group suggested a sort of competitive environment, the "Great Cooking FooD Recipes" group has created a collaborative community, where users share their culinary experiences, seek advice, and provide tips. Moreover, this page is primarily dominated by older adults, with a significant number of participants above the age of 60. Despite the predominantly collaborative mood, sometimes commenters are engaged in discussion of the recipes and some topics are controversial as can be seen by commenters arguing about canonicity of mayo and mustard in potato salad "*It sure does, unless you don't want REAL potatoe salad!*" [74] , "*Oh... yeah it does. American traditional*" [74] , "*Yes it does and horseradish*" [74]. Sometimes, we can observe a clash in culture of food consumption as people from different regions have varying tastes and this group facilitates these interactions "*Salt on oranges...only way I eat bot salt and oranges! Watermelon and fetta cheese ...nom nom nom*" [75] , "*Try black pepper on cantaloupe!!*" [75] , "*Really??? Never heard of that before!*" [75] and "*And on Oranges 🍊 and Grapefruits 😊😌 and green Mango 🥭 😂😂*" [75] providing users with suggestions and experimentations.

On the other hand, the primary communicative behavior facilitated by the "80sTees" Facebook page is the expression of nostalgia. Users often share fond memories of their childhood, recalling specific TV shows, movies, and experiences from the 80s. This, however, is different exhibition of references, unlike commenters from "People Incorrectly Correcting Other People" here users engage in shared nostalgia memory, a sort of private club of interests. As a result this produces secluded circle of commenters – if user does not remember show or actor discussed in the post, they are less likely to engage in discussion. Comments on the "80sTees" page are characterized by high levels of enthusiasm and emotional expression. Users frequently use capital letters, exclamation marks, and emojis to convey their

excitement and affection for the content. For example, comments like *"OMG!!!! I LOVED this show!!!!!!!"* [77] and *"Loved this show but also feels like a fever dream"* [77] illustrate the intense emotional engagement of users. This behavior indicates that the page effectively facilitates expressive communication, allowing users to vividly convey their emotional responses and connect with others who share their enthusiasm.

The fan communities centered around "The Office," "Euphoria," "Game of Thrones," "Galactic Geek Empire," and "One Piece" exhibit a range of communicative behaviors that reflect their shared enthusiasm for their respective intellectual properties. These groups foster environments where fans engage in discussions that range from casual banter to in-depth analysis. Commenters engage with various intentions in these groups. For example, the main activity and most comments present in "euphoria fan page ☆ ✨" are centered on the engagement and discussions about the show's themes and characters. Comments such as *"I can't believe how Rue's story unfolded in the last episode"* [83], *"Y'all I'm gonna lose it what's he doing with this damn gun"* [83], *"Well u should know, maddy wouldn't fight for nate cuz she already said why in the last episode, so yeah"* [83] provide a live debate about commenters' favorite characters, their fate and general reviews of the episodes. Alternatively, people express their opinion on how they felt during episode premier *"I am just heartbroken rn. I don't wanna talk about it until it tomorrow dude. 😭😭😭😭😭😭"* [83]. In the similar fashion "Game of Thrones Fan Club" commenters share their feelings about upcoming episodes, but also engage in discussion about hypothetical situations, overall exhibiting more nerdy approach following the intricate plot of the show *"...No. Bron was always sellsword. On the final season, Queen Cersci offered him a castle for Lord Tyrion and Ser Jaime's head. They were still alive cos they promised him more – Highgarden"* [86] or talking about fanart, another token of appreciation for users beloved series *"...this is my late mum and dad and my bezzie m8 brother where we used to live they used to say my mum and dad were king and queen of the street so*

that makes myself and my brother must be prince's" [84] and *"Wow. What did u use for the metal"* [84]. Galactic Geek Empire and One Piece - Two Million Fans commenters follow the same outlined communication practices, but there are some culture differences. As Star Wars is an American intellectual property and One Piece is a Japanese, the tone of comments in Galactic Geek Empire tends to be more varied, ranging from excitement about new releases to critical assessments of adaptations and crossovers, often reminiscing about the details of previous films. The tone of comments in One Piece – Two Million Fans is generally enthusiastic and more speculative, with a strong sense of anticipation for upcoming chapters and developments in the story as there are no video trailers or other media tit-bits to analyze. [79; 82; 94; 95]

The Actual 4Chan page predominantly attracts young adults and adolescents, and a noticeably smaller group of middle-aged adult commenters. The age distribution suggests a vibrant, youthful audience that is tech-savvy and engages in dynamic, often informal communication styles. The comments reflect a community that values quick wit, humor, and shared cultural references, often leveraging memes and internet-specific slang to convey their messages. A notable literacy practice on this page is the use of slang and abbreviations that are prevalent in internet culture. Words and phrases like "fr" (for real), "tbh" (to be honest), "lmao" (laughing my ass off) are frequently used. One user commented, *"Fr I particularly hate that in Red Dead 2. THIS MAN IS GONNA GET TB ANYWAYS LET HIM ENJOY HIS SMOKES"* [88] blending a casual tone with specific game references, other jokingly referred to set of emojis by other commenter "      

 [90] as *"... mf putting a thousand year curse with those hand signs lmao"* [90]. The comments also reveal a tendency toward critical and analytical discussions, albeit framed in an informal manner. For instance, one user wrote, *"You can only TL;DR the source material up to a point before it gets reduced to absurdity"* [89] indicating a critique of oversimplification in summarizing complex content as an answer to criticism of Tolkien's literary work. This practice underscores the community's value of detailed

knowledge and the ability to critique and analyze content deeply, even while maintaining an informal and often irreverent tone.

Conclusion to Part 2

The second chapter of our paper highlights the dynamic and adaptive nature of language use on Facebook, demonstrating how users employ a variety of strategies to communicate effectively.

The examination of spelling and punctuation practices on Facebook reveals a significant departure from conventional written language norms. Users frequently employ informal spelling and punctuation to convey tone, emphasis, and emotion. For instance, elongated words and creative misspellings are common strategies to mimic speech patterns and convey emotions more vividly. Younger users are more inclined towards such informalities, expressing themselves dynamically and playfully, while older adults, though less frequent in their use of non-standard spelling, still participate by adopting digital literacy practices such as the use of emojis and GIFs to enhance their communicative intent. This blend of traditional and modern practices underscores the platform's role in fostering diverse linguistic expressions.

Emotional expression in Facebook interactions is characterized by blending of textual and visual elements. The prevalence of slang terms, emoticons, and abbreviations such as "LOL" and "LMAO" reflects users' attempts to convey emotions succinctly and effectively. The integration of emojis with textual expressions further enriches these emotional cues, allowing for nuanced and multifaceted expressions of joy, sadness, sarcasm, and more. This multimodal communication underscores the platform's role in facilitating expressive and engaging interactions across diverse user groups, making digital conversations more vivid and emotionally resonant.

The impact of Facebook groups on communication strategies and literacy practices is profound. Different groups cultivate distinct communicative behaviors

that align with their thematic focus and member demographics. For instance, groups centered around humor and intellectual discussion, like "People Incorrectly Correcting Other People" thrive on witty retorts and pop-culture references. In contrast, collaborative communities such as "Great Cooking FooD Recipes" emphasize sharing and advising, reflecting the older demographic's engagement. These groups demonstrate how Facebook fosters diverse communicative environments where users adapt their language and strategies to fit the group's culture and objectives. The resulting linguistic diversity showcases how social media platforms can influence and shape communication norms within specific communities.

Overall, the second chapter underscores how dynamic the o language on Facebook actually is. Not only it reflects the evolving nature of digital literacy but also highlights the platform's role in shaping contemporary literary practices across various social and demographic landscapes.

CHAPTER 3. PRAGMATICS OF ENGLISH LANGUAGE USAGE IN ONLINE COMMUNICATION

3.1. The Role of Context in Message Understanding

In the digital age, online communication has become an integral part of our daily lives. From social media platforms to email correspondence, the way we communicate in English has evolved significantly. However, understanding the nuances of online communication requires more than just linguistic proficiency; it involves an understanding of pragmatics - the study of how context influences meaning in language usage. Our paper explores the pragmatics of English language usage in online communication, focusing on the pivotal role of context in message understanding.

Pragmatics delves into how context, both linguistic and situational, shapes the interpretation of utterances. In face-to-face communication, contextual cues such as tone of voice, facial expressions, and body language aid in understanding the intended meaning behind words. In online communication, where these cues are often absent or ambiguous, context becomes even more crucial.

The context in online communication encompasses various elements, including the platform used, the relationship between interlocutors, cultural background, and the specific situation. For instance, the language and tone used in a professional email differ significantly from those used in a casual chat on social media. Moreover, cultural nuances play a significant role, as what may be considered appropriate in one culture could be perceived differently in another [16, p. 50].

One of the challenges of online communication is the potential for ambiguity and misinterpretation due to the absence of non-verbal cues. For example, a simple statement like "That's interesting" could be interpreted as genuine interest or sarcasm depending on the context. Without contextual cues, misunderstandings are more likely to occur, leading to communication breakdowns and conflicts.

Successful communication in online settings requires adaptability and flexibility in interpreting and producing messages. Participants must constantly

adjust their linguistic choices based on the evolving context of the conversation. This adaptability is evident in the use of emojis, acronyms, and other online-specific linguistic devices to convey emotions and tone.

To navigate the complexities of online communication, individuals employ various pragmatic strategies to convey meaning effectively. These strategies include [58, p. 1152]:

1. **Explicitness:** Being explicit and providing additional context to avoid ambiguity.

2. **Paralinguistic Cues:** Using emojis, punctuation, and formatting to convey tone and emotions.

3. **Politeness Strategies:** Employing politeness markers to maintain positive rapport and avoid misinterpretations.

4. **Backchanneling:** Providing feedback signals such as nods or "likes" to indicate active listening and engagement.

5. **Repair Strategies:** Clarifying misunderstandings promptly to ensure effective communication.

Online platforms vary greatly in terms of their conventions and norms. For example, the language and tone used on Twitter may differ significantly from that on LinkedIn. Understanding and adapting to these contextual differences are crucial for effective communication. Moreover, within each platform, different communities or subcultures may have their own linguistic norms and conventions. For instance, the language used by gamers on a forum might be distinct from that used by academics on a professional network.

In face-to-face communication, speakers often rely on implicit meaning, assuming that listeners will infer the intended message based on shared knowledge and context. However, in online communication, this implicitness can lead to misunderstandings due to the absence of contextual cues. Therefore, online communicators often need to make explicit what might be implicit in face-to-face

interactions. This can involve providing additional information or clarifications to ensure that the message is understood as intended.

Sarcasm, a complex form of verbal irony, often relies on non-verbal cues for accurate interpretation. In online communication, where such cues are absent, users employ various textual strategies to convey sarcasm. Our analysis highlights two prominent methods: "MixEd cAsE" and the "/s" tag [47]. However, even with these strategies, misinterpretations can still occur, highlighting the importance of considering context and audience when using humor online [50, p. 150].

The use of the "/s" tag at the end of a statement to explicitly denote sarcasm. This practice stems from early internet culture and forums, where users sought to prevent misunderstandings in text-based communication. Our research shows that in the current state of Facebook, the concept of “/s” tags alongside with other tags like “/j” or “/srs” denoting jokes and serious responses became less prominent and remains only in niche communities, nowadays this feature remains popular but on other social media platforms catered to platforms that have a very Internet-savvy and specialized audience, such as Reddit and Discord. One such example from the corpus is “*That little racist should check her white privelege /s*” [97] , this comment was written under the post discussing political issues of inequality and author decided to use sarcasm as the way to show absurdity of such statement, expressing their opinion in heated debate.

The use of alternating uppercase and lowercase letters in text is a distinctive way to signal sarcasm online. This typographical strategy mimics the exaggerated intonation and emphasis used in spoken language to indicate a mocking tone. For example, one comment "*Oh YeAh, BeCaUsE tHaT's ToTaLIY gOiNg To WoRk*" [87] was used to underscore how inefficient is original poster's attempts at presenting themselves in a good light after the story, with this context this sarcastical comment mocks the idea even more. Another example was commenter who wrote “*I dOn'T LikE SaNd*” [95] a phrase uttered by Star Wars character in order to portray this

character as whining loser, despite the contrary message that both many other commenters and the original poster intended .

Other typographical cues include the use of quotation marks to imply doubt or disbelief (e.g., "very 'helpful'") and strategic punctuation to create a mocking tone (e.g., "sure...") [47; 42] . We can see that strategic punctuation is still quite frequently used in Facebook comments, such as “*He tested that he can make it fall on its edge THE WHOLE DISTANCE (of a 3 foot long "wind tunnel") 😏*” [72] where quotes around the phrase “wind tunnel” suggest that in actuality author was incorrect or “*An Italian is 'speaking,' keep quiet and 'listen'*” [90] where the quotation marks around the words "speaking" and "listen" convey a sarcastic tone, suggesting that the speaker's words are not worth taking seriously.

Cultural differences play a significant role in online communication, as participants from diverse cultural backgrounds may interpret messages differently. Online communicators need to be sensitive to these cultural differences and avoid assumptions about shared cultural knowledge. What may be acceptable or humorous in one culture could be offensive or misunderstood in another [97]. Building cultural awareness and adapting communication styles accordingly can help mitigate potential misunderstandings and foster cross-cultural understanding in online interactions.

Finally, it is important to consider the technological constraints of online communication platforms, which can impact message clarity and comprehension. Factors such as character limits, auto-correct features, and asynchronous communication can all affect the way messages are constructed and interpreted. Online communicators must navigate these technological constraints while still striving for effective and contextually appropriate communication.

By considering these specific aspects of pragmatics in online communication, we can gain a deeper understanding of the complex interplay between language, context, and technology in shaping message understanding and interaction in the digital world.

The evolution of communication in the digital age has brought forth a myriad of challenges and opportunities. As online communication becomes increasingly pervasive in our lives, understanding its nuances becomes paramount. This research has delved into the realm of pragmatics, shedding light on how context influences meaning in online discourse.

We've explored how the clear absence of traditional cues like tone and body language necessitates a heightened awareness of contextual factors. From the platform used to the cultural backgrounds of participants, every element contributes to the interpretation of messages. Ambiguity and misinterpretation loom as persistent threats, demanding adaptability and clarity from communicators.

The pragmatic strategies discussed - explicitness, paralinguistic cues, politeness strategies, backchanneling, and repair strategies - serve as indispensable tools for navigating the complexities of online interaction. Moreover, an understanding of platform-specific norms and cultural sensitivities is crucial for effective communication across diverse contexts.

Explicitness in communication ensures that the message is clear and unambiguous. For example, the comment "*...That sounds intriguing, I've not heard about this before, can you explain more about it?*" [76] showcases explicitness by directly asking for more information and context, which helps avoid ambiguity. The user explicitly states their lack of prior knowledge and requests additional details, ensuring that the conversation remains clear and informative. Another example simplifies the scientific process behind a coin falling from the skyscraper "*Terminal velocity + air resistance + magnus effect = negligible ouchie*" [72] in order to directly explain to those who didn't understand more complex comments made by other users, a sort of TL;DR used for explicitness.

Paralinguistic cues are often present in Facebook communication in forms such as emojis, punctuation, and media files like GIFS or stickers. We have already discussed this in more details, so we will focus on two other aspects — using emojis as substitutes for meaning and formatting play. A comment like "*H*ll nah* 🤪" [82]

utilizes a skull emoji not due to a typo of sorts, but because skull emoji (👁️) and Christmas Island moai stone statues (🗿) to express disbelief, strong disapproval, they should be interpreted like a sequence of uncomfortable silence or slight uncomfortable look rather than directly expressing iconographic meaning adding emotional context that enhances the reader's understanding of the sentiment. As to formatting play we have comments that utilize combination of letters and numbers that produce similar sounds, like the comment *“He was a wily tactician prob would’ve retreated back to any bolt holes he had lined up b4 hand”* . [85] . Today this is a pretty rare occurrence in Facebook comments, whereas this type of word play was prominent during the age of cellphone messaging.

Politeness strategies are becoming less prominent on social media as well. Usually virtual karma systems where users can upvote or downvote comments or posts are used for kudos instead of typing it in separate messages. On Facebook the reaction button (known to majority as like button) is this site’s gratitude system. Nevertheless, our analysis shows that some people still do thank other users *“Thank you!!! I loved this show but had forgotten the name of it”* [77], *“Thank u!!!”* [78] and *“...THANK YOU lmao”* [86], though, many cases suggest that it is often used as sarcasm *“...I’m a Brit and understand imperial measurements, but thanks for condescending to me”* [72].

Backchanneling involves providing feedback signals to indicate active listening and engagement be them negative or positive. A comment like *“...LMAO perfect response”* [96] uses phrase “LMAO” to put emphasis that original commenter’s answer was great but also funny, demonstrating that the user is engaged and understands the message. Another example is simple *“still no 😂”* [85] comment which indicates that the commenter is following along the conversation and while not agreeing per se, they still found time to make a meaningful reply.

Repair strategies play a pivotal role in ensuring effective communication by promptly addressing and clarifying misunderstandings. This involves correcting errors, elucidating ambiguous statements, or rectifying any confusion that arises

during interactions. Let's take one comment from our analysis "*Omg fez is so loyal 2 ash and I'm actually crying*" [83] uses "actually" to highlight an emotional realization about character's loyalty, clarifying any misconceptions about his character. Another example is found in "*...go back and actually watch his acting performance. Don't fall into the memes and the BS but actually watch it and you will change your tune*" [95]. Here, the commenter urges another person to re-watch an actor's performance without preconceived notions influenced by memes, aiming to repair a negative perception and clarify the true quality of the performance.

These examples illustrate how pragmatic strategies function to ensure clear and effective communication for all users of the platform. Pragmatic strategies ensure that communication remains engaging, respectful, and clear, even in the diverse and fast-paced environment of social media.

3.2. Influence of Cultural and Gender Dynamics on Internet Communication

In today's interconnected world, the Internet serves as a global platform for communication, enabling interactions among individuals from diverse cultural backgrounds. However, the influence of cultural differences on internet communication cannot be understated. Cultural nuances shape the way individuals express themselves, interpret messages, and navigate online interactions. This essay explores the multifaceted influence of cultural diversity on internet communication, highlighting its implications for cross-cultural understanding and effective online engagement.

Cultural context significantly influences communication styles, encompassing verbal and nonverbal cues, language nuances, and societal norms. High-context cultures, such as those in Asia and the Middle East, prioritize indirect communication and rely heavily on contextual cues and implicit meanings. In contrast, low-context cultures, prevalent in Western societies, emphasize explicit

communication and value directness and clarity. These divergent communication styles manifest in online interactions, shaping the tone, language choice, and interpretation of messages [46, p. 146].

The internet transcends geographical boundaries, facilitating communication across languages and cultures. However, linguistic diversity poses challenges for effective communication. Translation errors, linguistic nuances, and cultural idiosyncrasies can lead to misinterpretations and misunderstandings. Moreover, certain concepts or expressions may lack direct equivalents in other languages, complicating cross-cultural communication. As a result, individuals must navigate language barriers skillfully to convey their intended message accurately.

Cultural norms influence online behavior, including etiquette, privacy expectations, and social interaction patterns. For instance, cultures vary in their attitudes toward self-disclosure and privacy on social media platforms. While some cultures prioritize sharing personal information openly, others may value discretion and privacy. Similarly, cultural norms dictate appropriate online conduct, shaping interactions in forums, chat rooms, and online communities. Understanding and respecting these cultural norms are essential for fostering meaningful connections and avoiding unintended offense or conflict. Stereotypes and cultural misconceptions can distort online communication, perpetuating biases and hindering cross-cultural understanding. Preconceived notions about certain cultures may influence perceptions of individuals' online behavior, leading to discrimination or marginalization. Additionally, cultural stereotypes may impact the representation and portrayal of diverse groups in digital media, reinforcing dominant narratives and marginalizing minority voices. Challenging stereotypes and promoting cultural awareness are vital for fostering inclusive online environments and combating prejudice [51, p. 1161].

The digital divide exacerbates disparities in internet access and usage, disproportionately affecting marginalized communities and perpetuating inequalities. Cultural factors, such as socioeconomic status, education levels, and

technological literacy, intersect with the digital divide, shaping individuals' online experiences. In regions with limited internet infrastructure or censorship restrictions, cultural differences may influence access to information, freedom of expression, and digital participation. Bridging the digital divide requires addressing underlying cultural and socioeconomic barriers to ensure equitable access to online resources and opportunities. Despite of the male-predominant status of the comments (293 male, 183 female and 24 unidentified users) the discussion of the majority of posts remained neutral focusing on the topics instead of targeting users personal info which contributes to the idea of unifying “Internet anonymous”. However, groups that have more political posts, that focus on the topic of race and nationality specifically [90; 97] users tend to be more stereotypical, often using “edgy” jokes.

Cultural norms and values shape individuals' engagement with social media platforms. For example, collectivist cultures may prioritize group-oriented interactions and community building, whereas individualistic cultures may emphasize self-expression and personal branding. These cultural differences manifest in the types of content shared, the frequency of interactions, and the nature of online relationships. In the era of globalized markets, digital marketing campaigns must navigate cultural sensitivities to resonate with diverse audiences. Adapting content, imagery, and messaging to align with cultural preferences and taboos is crucial for avoiding cultural faux pas and establishing authentic connections with consumers. Cultural intelligence plays a pivotal role in crafting culturally sensitive marketing strategies that resonate across cultural boundaries.

The internet facilitates the construction of online identities that may transcend or blend cultural boundaries. Individuals navigate complex identities shaped by their cultural background, experiences, and digital interactions. The phenomenon of cultural hybridity emerges as individuals negotiate multiple cultural identities in the digital space, fostering cross-cultural dialogue and cultural exchange.

The influence of cultural differences on internet communication is profound and multifaceted, encompassing communication styles, language diversity, cultural

norms, stereotypes, and access disparities. Recognizing and understanding these cultural nuances are essential for promoting effective cross-cultural communication, fostering inclusivity, and bridging divides in the digital realm. By embracing cultural diversity and cultivating cultural competence, individuals and communities can harness the transformative potential of the internet to connect, collaborate, and co-create across cultural boundaries.

This dynamic can lead to the emergence of hybrid language practices, which incorporate elements of multiple languages and dialects. These practices are not merely functional but also carry deep cultural significations, promoting a richer, more complex form of global interaction redefining the role of English as the lingua-franca.

Memes as communicative tools represent a dynamic and multifaceted form of digital expression that plays a significant role in the pragmatic aspects of English language usage online. A meme, in the context of digital culture, is typically a piece of media, often humorous in nature, which spreads rapidly by being copied and slightly altered by Internet users. The communicative value of memes lies in their ability to convey a vast range of messages, emotions, and cultural references succinctly, often through the combination of text and imagery. [88; 91; 92]

David Crystal, in his work "Internet Linguistics: A Student Guide," notes that the linguistic construction of memes often involves playful elements of language, such as puns, malapropisms, and syntactic anomalies. These features help to enhance the humorous and satirical undertone of memes, making them particularly appealing in social media contexts like Facebook where quick, impactful communication is favored [47]. Crystal's analysis suggests that the brevity and wit commonly found in meme formats are key to their ability to engage and entertain, while also facilitating the rapid spread of information across social networks.

From a pragmatic perspective, memes function as a form of meta-communication. They often comment on social norms, political events, or cultural trends, thus providing insights into public sentiment and group identities. For

example, during political elections, memes can encapsulate complex opinions and biases in a single, easily digestible piece of content, which is then shared and reshared, amplifying its impact. The “Distracted Boyfriend” meme, for instance, has been widely adapted to represent everything from trivial social distractions to significant political choices, demonstrating its flexibility and relevance in various contexts.

Moreover, memes employ a unique form of visual and textual rhetoric to achieve relevance and resonance with their audience. This involves a complex interplay of implicature, where the meaning is not explicitly stated but inferred by the audience based on shared cultural knowledge. For instance, the use of irony and exaggeration in memes often serves to underline a point or critique a situation without direct assertion, relying on the audience’s ability to understand and unpack the layered meanings.

The pragmatic effectiveness of memes also hinges on their adaptability and the ease with which they can be modified to fit different contexts or messages. This adaptability ensures their continued popularity and effectiveness as a communication tool on platforms like Facebook, where users from diverse backgrounds share and reinterpret memes, thus sustaining their viral nature and ensuring their relevance across different social and cultural boundaries.

In terms of academic discussion, studies such as " The Internet and memetics" [59] argue that memes encapsulate the essence of participatory culture in the digital age, highlighting how language evolves in these interactive spaces. Memes not only reflect linguistic creativity and cultural practices but also influence them, shaping and reshaping the ways in which ideas and language are communicated within and across communities.

In conclusion, memes are not just ephemeral components of internet culture but potent communicative tools that offer significant insights into the pragmatics of language use online. They illustrate how meaning, tone, and intent can be conveyed in compact, creative formats, thus enriching our understanding of digital

communication dynamics. As such, they warrant further study within the field of pragmatics for their role in shaping discourse in the digital era.

As a platform that transcends generational and gender divides, Facebook facilitates a unique convergence where diverse groups can interact more freely than in many physical spaces [Appendix 1]. This intergender communication fosters understanding and empathy, breaking down stereotypes and allowing for a more inclusive exchange of ideas.

Conclusion to Chapter 3

The evolution of communication in the digital era presents numerous challenges and opportunities. As online communication becomes increasingly prevalent, it is crucial to grasp its subtleties. This essay has examined pragmatics, revealing how context shapes meaning in online discourse.

We've discussed how the absence of traditional cues like tone and body language requires heightened attention to context. Factors such as the platform and cultural backgrounds influence message interpretation. Ambiguity and misinterpretation are persistent risks, necessitating adaptable and clear communication.

The pragmatic strategies outlined – explicitness, paralinguistic cues, politeness, backchanneling, and repair – are essential for navigating online complexities. Understanding platform norms and cultural sensitivities is vital for effective communication across diverse contexts.

Humor and sarcasm, often susceptible to misinterpretation. They require careful handling online, highlighting the importance of context and audience awareness. Cultural disparities further emphasize the need for sensitivity and adaptability.

Technological limitations add complexity, demanding clear and relevant communication. Despite challenges, a deeper grasp of pragmatics in online communication offers valuable insights into the relationship between language, context, and technology.

The impact of cultural diversity on internet communication is undeniable and far-reaching. As individuals from diverse cultural backgrounds interact on this global platform, they bring with them unique communication styles, linguistic nuances, and social norms that shape online interactions. These cultural influences not only affect how messages are conveyed and interpreted but also impact online behavior, stereotypes, and access to digital resources.

Navigating these cultural differences requires cultural sensitivity, awareness, and a commitment to challenging stereotypes and promoting inclusivity. Bridging the digital divide necessitates addressing underlying cultural and socioeconomic barriers to ensure equitable access to online opportunities for all. Moreover, in the realm of digital marketing, understanding cultural preferences and taboos is crucial for engaging diverse audiences authentically.

Despite the challenges posed by cultural diversity, the internet also presents opportunities for cultural exchange and the construction of hybrid identities that transcend cultural boundaries. By embracing cultural diversity and cultivating cultural competence, individuals and communities can harness the transformative potential of the internet to foster cross-cultural understanding, collaboration, and co-creation. In doing so, they pave the way for a more inclusive and interconnected digital future.

GENERAL CONCLUSION

The internet and social media have revolutionized communication, offering global connectivity but also presenting challenges such as identity discrepancies and shallow interactions. Navigating these spaces requires critical thinking. Despite their benefits, it is crucial to balance digital connection with real-life interactions. The evolving landscape of online communication encompasses various phenomena, from superficial contacts to the difficulty of conveying emotions. Social networks often prioritize quantity over quality, leading to a sense of "loneliness in the crowd." Achieving genuine connections online is challenging due to the lack of emotional depth compared to personal interactions. The internet's emergence has transformed language, introducing features like emoticons and slang. Effective communication in digital spaces demands an understanding of both technology and human behavior. By embracing virtual connectivity while valuing face-to-face interactions, we can foster more meaningful online communication experiences.

Social networks and the internet have an extremely significant impact on modern language. Their influence is multifaceted. During the analysis of language in social networks, one can observe changes necessary for adapting language to the modern conditions of human existence and social networks. These changes can be characterized and interpreted as the conceptual dominants of the existence of contemporary language in social networks. Changes occurring in the language of social networks relate to graphics, vocabulary, semantics, morphology, syntax, word formation, and more. Social networks and the internet significantly influence the linguistic situation and require in-depth linguistic research. In the digital era, social media has transformed language, fostering brevity and informality while challenging traditional standards of formal English. Social media platforms serve as linguistic laboratories where creativity flourishes while formal English upholds orthodoxy and professionalism. Despite their differences, both linguistic varieties play essential roles in contemporary communication. Embracing linguistic diversity and hybridity

is crucial for inclusive and effective communication practices in the digital age and beyond.

Our research began with a comprehensive literature review, gathering existing scholarly works, theories, and empirical studies related to English language usage, literacy practices, and digital communication on Facebook. This foundation provided a solid theoretical framework to guide the analysis and interpretation of data. The study then investigated the frequency and context of emoji usage among different age groups on Facebook. By analyzing a corpus of 500 comments from 27 posts, the research examined how emojis complemented or replaced textual expressions, emphasizing their role in conveying emotions and tone in digital communication. Investigating the use of humor and sarcasm, the study analyzed how users employed these linguistic features to create and maintain their online identities. The research delved into the linguistic characteristics of humorous and sarcastic comments, assessing their impact on group dynamics and social cohesion. This analysis highlighted the significant role of humor and sarcasm in shaping user interactions and digital identities on Facebook.

The research also examined how the thematic focus of different Facebook groups influenced communication strategies and literacy practices. By comparing groups centered around shared interests, such as cooking and nostalgia, with those focused on correcting others or fan communities, the study identified variations in language use and interaction patterns. This comparison provided insights into how different thematic contexts affect users' communication styles and literacy practices.

Additionally, the study explored users' engagement with spelling, punctuation, and linguistic accuracy in their online interactions. By assessing the implications of these practices for language learning and digital literacy, the research underscored the adaptive nature of language in social media contexts. The findings revealed that intentional spelling errors, creative punctuation, and the use of slang and abbreviations are common practices on Facebook, reflecting the platform's informal and dynamic communication environment. Spelling and punctuation on

social media platforms are not static conventions but dynamic elements of a continually evolving linguistic landscape. While deviations from traditional norms may challenge established conventions, they also reflect the adaptability and creativity inherent in language use. As social media continues to shape the way we communicate and interact, the role of spelling and punctuation will undoubtedly continue to evolve, offering both challenges and opportunities for linguistic expression and cultural understanding in the digital age.

Moreover, examining speech errors sheds light on the intricate dynamics of human communication, spanning language, cognition, and social interaction. Understanding their various types, cognitive roots, and social implications is crucial for refining communication skills and fostering a deeper understanding of language proficiency. Speech errors not only affect how we comprehend and perceive messages but also play a role in shaping social interactions and perceptions of others. They highlight cultural norms and expectations and have implications for individuals with language disorders, impacting diagnosis, treatment, and everyday communication.

The evolution of communication in the digital age brings both challenges and opportunities. As online communication becomes more widespread, it is vital to understand its nuances. This research explores pragmatics, showing how context shapes meaning in online discussions. The lack of traditional cues like tone and body language requires careful attention to context. Factors such as the platform used and cultural backgrounds influence how messages are understood. Ambiguity and misunderstanding are common risks, so adaptable and clear communication is necessary. The strategies discussed—such as being explicit, using paralinguistic cues, being polite, using backchanneling, and making repairs—are crucial for navigating online complexities. Knowing platform norms and cultural sensitivities is important for effective communication across different contexts. Humor and sarcasm, which can be easily misunderstood online, need to be handled carefully, underscoring the importance of understanding context and audience. Social

networks also serve as platforms where linguistic creativity, identity construction, and social bonding intertwine. Users negotiate meaning and construct their digital identities through written texts, images, and multimedia content, actively shaping the linguistic ecosystem of the platform. This linguistic diversity underscores the complex interplay between language, technology, and culture in digital communication.

The impact of cultural diversity on internet communication is significant and widespread. People from diverse cultural backgrounds bring unique communication styles, language nuances, and social norms to online interactions. These cultural influences affect how messages are conveyed and understood as well as online behavior, stereotypes, and access to digital resources. Navigating these cultural differences demands cultural sensitivity, awareness, and a commitment to challenging stereotypes and promoting inclusivity. Bridging the digital divide involves addressing underlying cultural and socioeconomic barriers to ensure everyone has equal access to online opportunities. In digital marketing, understanding cultural preferences and taboos is essential for genuinely engaging diverse audiences. Despite the challenges posed by cultural diversity, the internet also offers opportunities for cultural exchange and the development of hybrid identities that transcend cultural boundaries. By embracing cultural diversity and fostering cultural competence, individuals and communities can leverage the internet's transformative potential to promote cross-cultural understanding, collaboration, and co-creation, leading to a more inclusive and interconnected digital future.

In conclusion, by understanding the complexities of language use in digital contexts, we can better appreciate the interplay between technology, language, and human behavior. This research contributes to a deeper understanding of these dynamics, providing valuable insights for enhancing language learning, promoting digital literacy, and fostering inclusive communication practices in the digital age. The tasks set for this research have been successfully completed, offering a

comprehensive analysis of the linguistic phenomena on Facebook and their implications for modern communication. Moreover, this study can be used to observe the importance of adapting educational and communicative strategies to meet the evolving demands of digital environments. By recognizing and addressing the nuanced ways in which people express themselves online, educators and policymakers can better support effective and meaningful interactions. Ultimately, this research underscores the need for continuous exploration of digital literacy to ensure equitable access to communication tools and resources.

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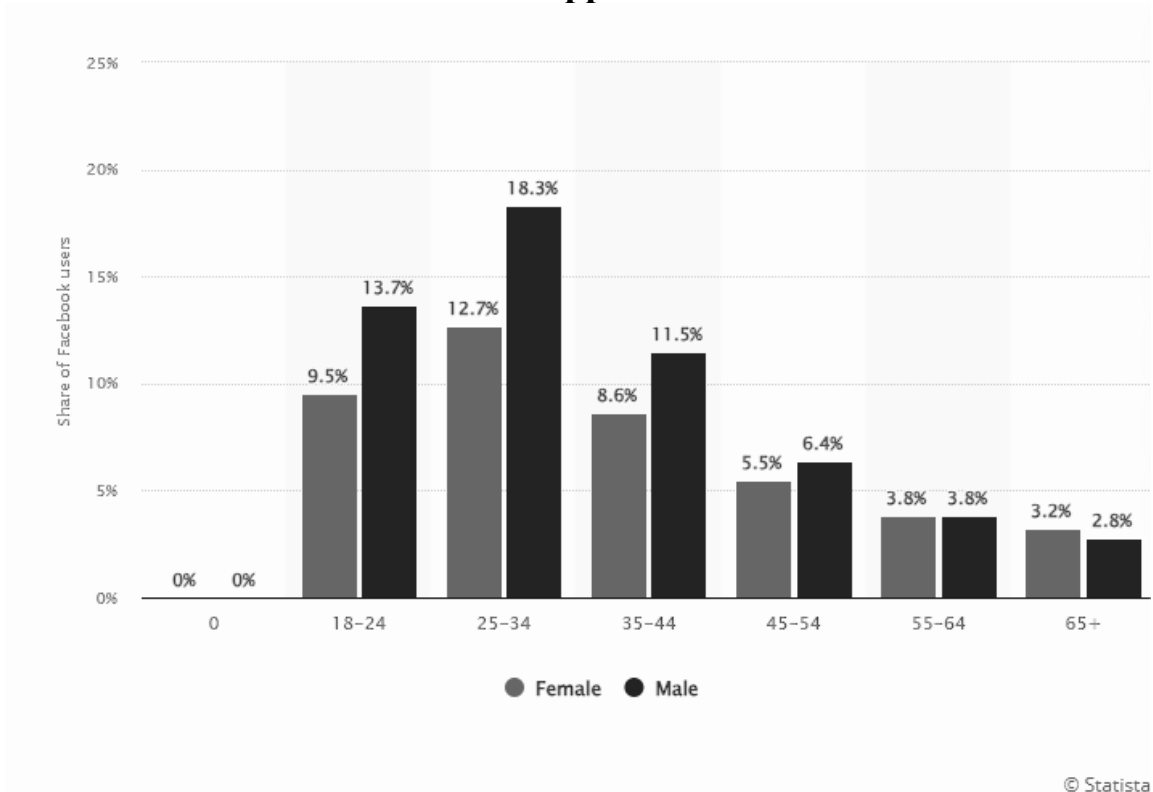
LIST OF ILLUSTRATIVE MATERIALS

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72. <https://www.facebook.com/groups/2502328646536341/permalink/6614181212017710/>
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76. <https://www.facebook.com/80sTees/posts/pfbid02QTM5rigmApuddPbTKtvCQH8eLDzMnJqwPt5w8oF3rh4TcAJaWmiHLxPSfKBD37y8l>
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78. <https://www.facebook.com/groups/theofficesuperfanss/permalink/1570630587127298/>
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87. <https://www.facebook.com/actual4chan2/posts/pfbid0nkqKa3aujFi8DnbN6HB6kVMxXtHWqw88Zan4bYvkKXJ3wmhMKXyoDrjxD8f2ZPUHl>
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89. <https://www.facebook.com/actual4chan2/posts/pfbid023FCrpLdZhH4oDnKtXBC1gNFd7YzxFXgKzHzE2ZNSLJDCtczRtZRuQKDkfWJ6r9AVl>
90. <https://www.facebook.com/actual4chan2/posts/pfbid0hwFobDTs6vWjKNHtPzXFfJXe9vzz6yh7Pd5Km3Ka1PetRUwFzc25QSL82vswYJC5l>
91. <https://www.facebook.com/groups/275856291101727/permalink/812452354108782/>
92. <https://www.facebook.com/groups/275856291101727/permalink/810211180999566/>
93. <https://www.facebook.com/TaylorSwift/posts/pfbid02D8EMpyN8gnzsuXJuSvpt4PEELMY3ATBttf8xUKfooDfQTFEfbKpQTTYhqB88ZHEEl>
94. <https://www.facebook.com/GalacticGeekEmpire/posts/pfbid0Pua4ycSDKfJXvTXBv5mmVzkg68nQe5PQ6cjS316HJ1pSgEepAh58uFRhq3ttoajfl>
95. <https://www.facebook.com/GalacticGeekEmpire/posts/pfbid02HNW3nvrKX9D897EK1zaoM1AiMhaFLQt5qRKCugbzVZ5zZmEjUQkCUvcQ5RXuWQdwl>
96. <https://www.facebook.com/photo/?fbid=416311974528859&set=a.218009804359078>
97. https://www.facebook.com/permalink.php?story_fbid=pfbid03P572L51AUTm4hTGhKGccTJHBzFeux6NzEXv5V8ZrcPo444CU2eP3kcvSvbYqL1Zl&id=100084501783130

APPENDICES

Appendix 1



Appendix 2



Appendix 3



👍👎👁️ 5,8 тис.

379 💬 967 ➦

👍 Подобається

💬 Коментувати

Переглянути більше коментарів

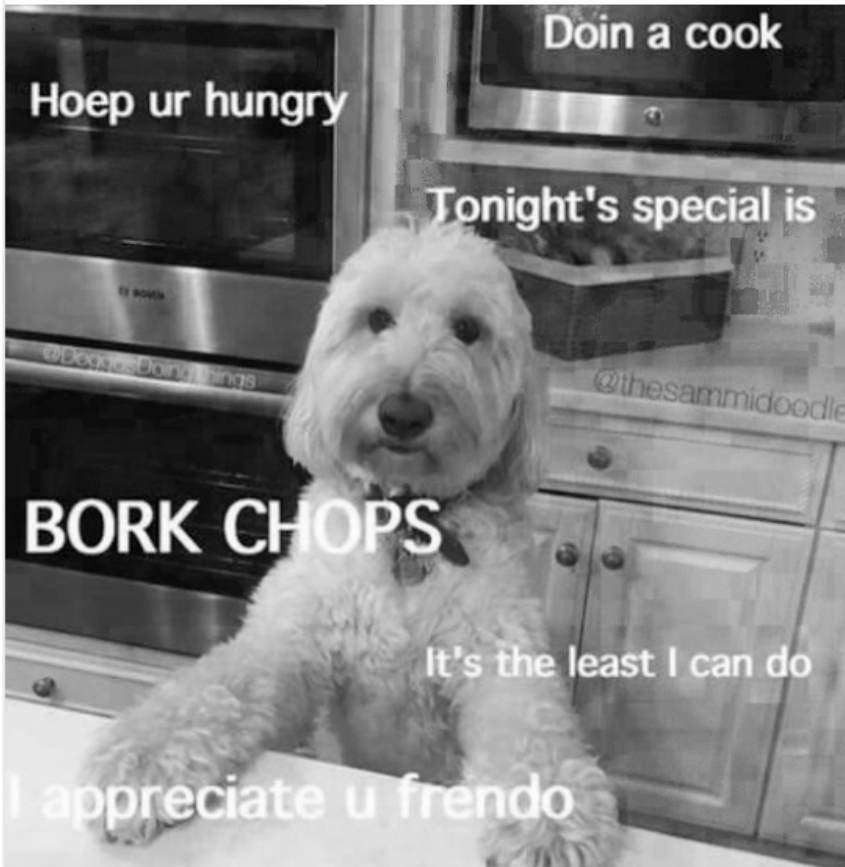


The Official Grumpy Cat YES!!!!!!! OMG SOOOO HAPPY!!!!!!!!!!!!!!

22 тиж.

Appendix 4

doggo does his hooman a heckin cook



68

29 комментариев Поделились: 17

Нравится

Комментировать

Поделиться



Напишите комментарий...



bork chops

Нравится Ответить Показать перевод



Daily speshul

Нравится Ответить Показать перевод

Appendix 5
Shortening

№	Shortening	Original
1.	Tht's	That is
2.	U, Y	You
3.	B	Be
4.	Asap	As soon as possible
5.	B4	Before
6.	C	See
7.	Dey	They
8.	Bout	About
9.	L8er	Later
10.	Gr8	Great
11.	Wht	What
12.	Ttyl	Talk to you later
13.	Cnt	Can't
14.	Gd	Good
15.	Luv	Love
16.	N	And
17.	R	Are
18.	lt	Want
19.	2	Too, to
20.	4	For
21.	IMHO	In My Humble Opinion
22.	TNX or THX	Thanks
23.	NP	No problem
24.	YW	You're welcome
25.	ROFL	Rolling On the Floor Laughing

26.	OMG	Oh, my God!
27.	BRB	Be right back
28.	RLY	Really
29.	SY	See You
30.	Pls	Please
31.	Ur	Your
32.	Smh/smb/smth	Somehere/somebody/something
33.	Tho	Though

Appendix 6
Word abbreviation

Nº	Word Abbreviation	Original Word
1.	Thx	Thank you
2.	Ppl	People
3.	Pls	Please
4.	Msg	Message
5.	Pic	Picture
6.	Qt	Cutie
7.	Sry	Sorry
8.	Ofc	Of course
9.	Act	Actually
10.	Lil	Little
11.	Lib	Library

Appendix 7
Phrase abbreviations

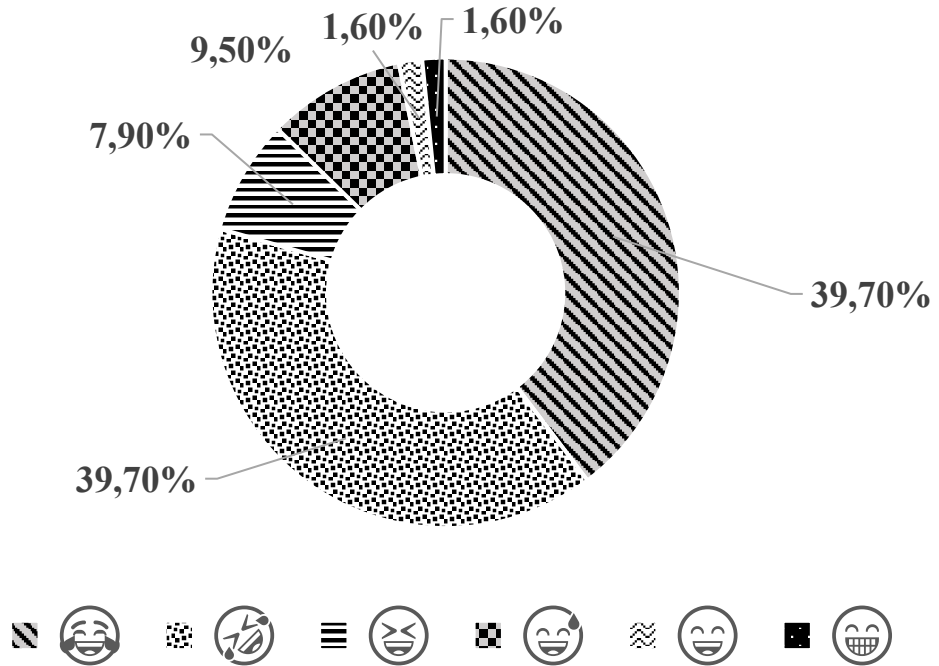
№	Abbreviation	Original Words
1.	ISTG	I swear to god
2.	ROFL	Rolling on the floor laughing
3.	OTW	On the way
4.	FML	Fuck my life
5.	OMFG	Oh my fucking god
6.	IDGAF	I don't give a fuck
7.	SMH	Shaking my head
8.	BTW	By the way
9.	AF	As fuck
10.	LMAO	Laughing my ass off
11.	TBH	To be honest
12.	LOL	Laughing out loud
13.	OMG	Oh my God
14.	YOLO	You only live once
15.	FOMO	Fear of missing out
16.	OP	Original poster
17.	TL;DR	Too long; didn't read

Appendix 8
Slang words

№	Slang	Meaning
1.	Copium	Cope + Opium. Say that person is in denial about smth
2.	Anon	Anonymous person, often refers to the poster
3.	Ezpz	Very easy. Often used as insult to injury
4.	FR	For real. Often is repeated as agreement
5.	Bae	Before anyone else
6.	Woke	Aware of social issues
7.	Slay	To do something exceptionally well
8.	Squad	Close group of friends
9.	G.O.A.T	Greatest of all time
10.	MFW	My face when
11.	AF	As fuck
12.	Lit	Amazing or exciting
13.	Savage	Fearless or fierce
14.	Thirsty	Desperate for attention (often sexual)
15.	Flex	To show off
16.	Chill	Relax or calm down
17.	Fleek	On point or excellent
18.	Swag	Style or confidence
19.	Cray	Crazy
20.	Bruh	Brother or friend

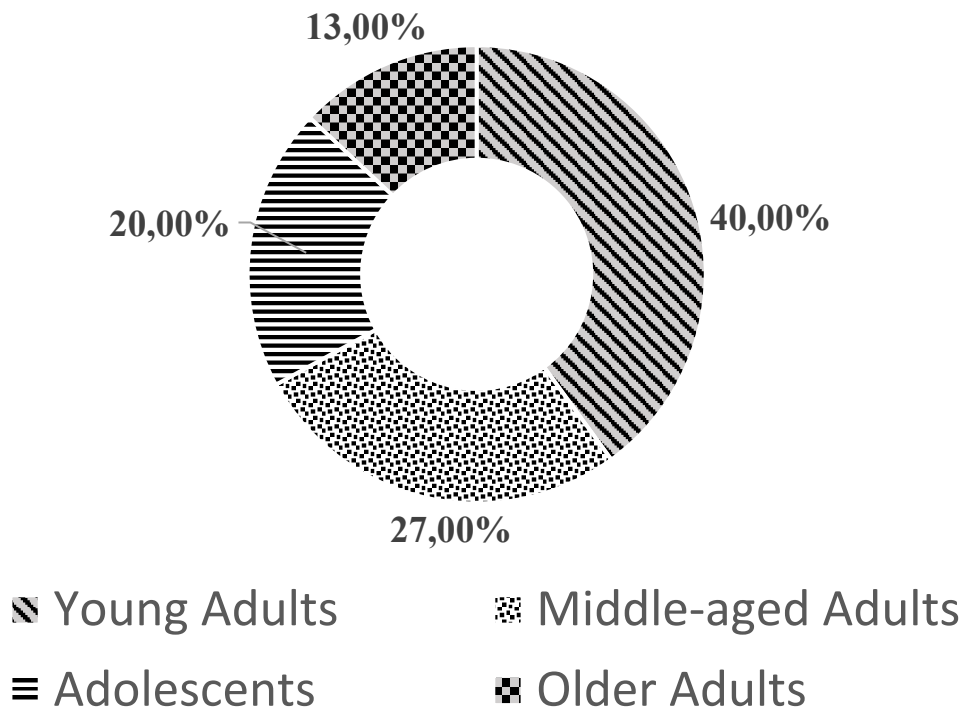
Appendix 9

General Laughing Emoji Popularity on Facebook



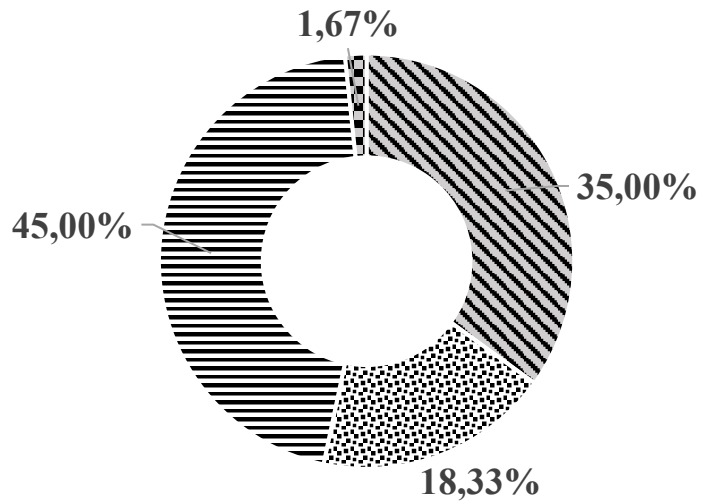
Appendix 10

Laughing Emoji Usage by Age on Facebook



Appendix 11

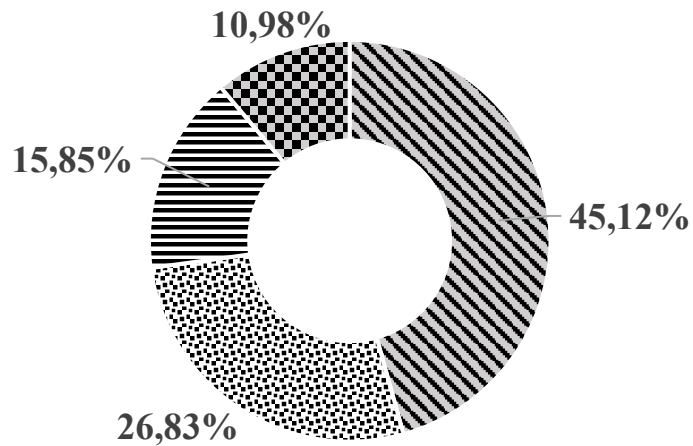
Consonant and Vowel Elongation on Facebook by Age Group



- ▨ Young Adults
- ▤ Middle-aged Adults
- ≡ Adolescents
- ▩ Older Adults

Appendix 12

Consonant and Vowel Elongation on Facebook by Age Group



- ▨ Young Adults
- ▤ Middle-aged Adults
- ≡ Adolescents
- ▩ Older Adults

SUMMARY

Це дослідження занурюється у складну сферу комунікації в соціальних мережах, висвітлюючи її унікальні характеристики та підтекст. Зосереджуючись на особливостях цієї комунікації, дослідження аналізує, як соціальні мережі сприяють виникненню унікальних форм комунікації, які відрізняються від традиційних комунікаційних каналів. Використання лінгвістичних ресурсів, таких як сленг, аббревіатури, емотикони та інших нетрадиційних елементів, що становлять значну частину онлайн-дискурсу, детально досліджується в цій роботі.

Сьогодні інтернет став універсальною платформою для людської комунікації, з власними мовними нормами та практиками. Незалежно від того, чи йдеться про відправлення електронних листів, спілкування в чатах або перегляд веб-сайтів, очевидно, що мовні конвенції у віртуальному просторі часто відходять від традиційних правил, особливо на платформах соціальних мереж. Комунікація в соціальних мережах часто характеризується неформальністю, відсутністю пунктуації, використанням великої кількості аббревіатур, замін і неологізмів.

Виникнення інтернету призвело до появи нового способу комунікації, який поєднує елементи писемного та усного дискурсу, створюючи те, що називається інтернет-мовою або мовою електронних медіа. Інтернет все частіше використовується не тільки як інструмент для роботи чи навчання, але і як основний засіб взаємодії з іншими людьми. Лінгвістичні дослідження підкреслюють вплив інтернет-дискурсу на формування відносин та стереотипів, особливо серед молоді, що безпосередньо впливає на їх використання мови.

Дослідження англійських практик грамотності на Facebook висвітлює динамічну взаємодію між мовою, технологіями та соціальною взаємодією в наш час – цифрову епоху. Від повсякденних розмов до формального дискурсу,

Facebook є платформою, де люди беруть участь у різних мовних практиках, адаптуються до змінюваних комунікативних норм і орієнтуються у ландшафтах граматичних практик, які еволюціонують. Через призму соціолінгвістики та досліджень цифрової грамотності ми розкриваємо багатогранну природу використання мови на Facebook, де мовна творчість, побудова ідентичності та соціальне з'єднання взаємопов'язані. Коли користувачі обговорюють значення та будують свою цифрову ідентичність за допомогою письмових текстів, зображень і мультимедійного вмісту, вони активно формують цілу лінгвістичну екосистему платформи. Однак серед цього мовного розмаїття такі проблеми, як мовні варіації, цифрова нерівність і дезінформація в Інтернеті, підкреслюють складність та виклики, притаманні онлайн-комунікації. Таким чином, розуміння англійської мови та практики грамотності у Facebook виходить за межі простого лінгвістичного аналізу; це спонукає до критичних роздумів про соціокультурні наслідки цифрової комунікації та підкреслює важливість розвитку навичок цифрової грамотності, щоб орієнтуватися в складнощах нашого взаємопов'язаного світу.

Дослідження має вагомое значення для лінгвістики, оскільки розширює наше розуміння сучасних мовних явищ і трансформацій, спричинених цифровими технологіями. Воно надає цінні дані про те, як користувачі адаптують мову для ефективного спілкування в онлайн-середовищах, відображаючи не тільки мовну креативність, але й соціальні динаміки та процеси формування ідентичності.

Таким чином, це дослідження не тільки розкриває складнощі та можливості комунікації в соціальних мережах, але й підкреслює важливість інтеграції цифрової грамотності в освітній процес та повсякденне життя. Вивчення мовних практик на Facebook допомагає краще зрозуміти, як цифрові платформи формують наші способи спілкування та взаємодії, сприяючи створенню більш ефективних та гармонійних комунікативних середовищ.