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English on Twitter

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Introduction

In recent years, there has been an increasing interest in the way how people communicate on various social media due to their growing popularity. The appearance of the Internet gave a unique opportunity for the rapid development of the earliest platforms for communication online. In the beginning, there were email and chat messaging applications, like MindSpring, AOL, and Yahoo, which initially were only accessible to small groups of computer owners, and sending an instant message or email between two computers via fax was something new and exciting. But nowadays it is nothing more than our usual actions: sending a message, scrolling the news, making video calls, and posting tweets. The applications, like Instagram, Telegram, WhatsApp, and Twitter, have already become an integral part not only of our communication but also of our everyday life, influencing it in an impressive way.

However, far too little attention has been paid to the use of language on diverse social media. Not only does the language consist of some words and phrases that may convey a message, but also it is a large field for analysis. The choice of vocabulary or specific grammatical structures may give a lot of information about a person and their background and should not be overlooked, especially on such platforms as Twitter.

The topicality of the problem. Twitter is a massive platform where people constantly publish and share their ideas and thoughts which contributes to language development and may even have a major impact on it. It is crucial to monitor the changes in order to understand the tendencies of the English language use and be able to perceive it in all possible contexts.

The object of the research is the Internet discourse and social media as its genre.

The subject of the research is the language of Twitter as a part of Internet discourse, paying special attention to the peculiarities of language use like the choice of vocabulary and grammar constructions and characterizing the predominant tendencies.

The aim. This paper will focus on social media and Twitter as important social phenomena and mainly concentrate on language use in tweets.

The tasks are as follows:

- Review the Internet discourse as one of the most important written forms of communication of the contemporary world;
- Investigate the definition of Twitter, its peculiarities and influence on society;
- Examine the tendencies of language use in tweets on lexical, grammatical, syntactic and pragmatic levels;
- Analyze how social and political events are reflected on Twitter communication.

The practical value lies in the wide spectrum of investigated tweets that may help understand the main tendencies in using English on Twitter as well as how the language reflects the general moods in the society reflecting the events.

A number of methods were used in the paper:

- The quantitative and qualitative methods were used to collect the tweets and analyze their main concepts, and investigate the peculiarities of the use of English;
- The empirical methods such as observation, comparison, description and monitoring were applied to investigate the main tendencies in vocabulary and grammar on Twitter;
- The methods of analysis and synthesis of information were used to highlight the main areas of research in the virtual space, to determine the characteristics of the features of Twitter communication;
- Lexical-semantic and contextual analyzes were applied to identify lexical units typical of the communication of different types of speakers from various spheres in Twitter;
- The pragmatic method was used to determine the communicative intentions of the speakers, the strategic direction of communication of the analyzed

types of virtual language personalities and to highlight the study of individual communicative strategies and tactics in Twitter space.

As **the material** for this work more than 1000 tweets of celebrities, businessmen, public speakers, and other famous people, namely Rihanna, Miley Cyrus, Matt Ramos, Mila Kunis, Reese Witherspoon, Steven W. Anderson, Zaretta Hammond, Vicki Davis, Nicholas Ferroni, Dr. Catlin Tucker, Bill Gates, Elon Mask, Andrew Wilkinson, Mark Suster, Ewan Williams, Volodymyr Zelensky, Boris Johnson, Joe Biden, Dr. Jill Biden, Barack Obama, Ibram X. Kendi, Malala Yousafzai, Emma Gonzalez, Alacia Garza, Zeynep Tufekci.

Bachelor paper consists of a table of contents, an introduction, two parts of the main body, a conclusion, a list of references, and an appendix.

1. Theoretical aspects of social media studies

1.1 Internet discourse studies in modern linguistics

Human communication has always been a challenging process, but it is also the most fascinating and enigmatic aspect of human interaction. People have been always curious about it, trying to understand the norms and principles that govern communication as well as how it works. Researchers have studied the effects of various elements on how humans connect with one another as new sciences and discoveries have emerged. Nowadays, people communicate in countless ways, including verbally and in writing, through talks and texts, in person and online, which generates an increasing number of discourses that linguists work to understand. In modern social and humanitarian sciences, such as philosophy, psychology, communication theory, literary studies, and especially linguistics, the phenomenon of discourse performs one of the most important roles.

Having appeared in antiquity, discourse firstly referred to talks, like speeches and dialogues, that were mostly supplied to philosophers [24], but then evolved and began to take on new meanings in the nineteenth century and spread to common discourse. However, discourse did not become commonly used as a linguistic term until the 1950s, following the publication of Z. Harris. In order to extend descriptive linguistics significantly beyond the confines of one sentence at a time and to correlate language and culture, the linguist gave the technique of studying connected speech the name “discourse” [25, p. 107-108]. The term "text linguistic" emerged as a new scientific fad at the start of the 1970s. It merged strictly linguistic techniques with those that were related to them, such as theoretical literary studies, functional stylistics, and practical approaches, such as theory of communication, psychology, automated translation language instruction, computer science. It was vital to reconsider the topic of text linguistics and make a distinction between text and discourse as the text began to be the center of attention for very various disciplines. The addition of a circumstance category allowed for this. The text was therefore understood as

"discourse minus the circumstance," and the discourse as "text plus the context" [5]. Thus, in the 1970s the process of language use became a discourse, and the result of this process - the text, were clearly distinguished.

However, with the quick advancement of text linguistics, communicative linguistics, and discourse analysis in the twenty-first century, fresh perspectives on the functional styles of languages emerged on the scene. Therefore, a professor Oniani T.G. mentions the traditional approach, according to which the following functional styles of languages are distinguished: the official and business style, the publicistic style, the scientific style, the colloquial style, and the style of belles-lettres [33]. Although, traditional approach cannot be as applicable as it was before due to the fact how much the world has been changing over the last 40-50 years.

The invention of the Internet in the 1970s-1980s of the last century is comparable to the creation of the printing press by Johannes Gutenberg in terms of its significance and revolutionary impact on language, and the peculiarities of network communication give reason to discuss the emergence of a third form of speech that is intermediate between oral and written speech. As a result, new communication techniques are emerging that differ greatly from traditional ones. And in about 30 years an intellectual, commercial and communicative success became so significant that not only programmers, engineers, and other highly specialized specialists, but also scientists from various fields of knowledge, including linguists, such as D. Crystal and S. Herring [20; 26; 27] and others, became involved in the phenomenon of Internet communication.

A linguist and communication expert from the United States, who studies language, communication, and behavior in new online forms including social media, as well as gender variations in Internet use, S. Herring has paid special attention to Internet communication. The scientist is responsible for being first to coin the term "computer-mediated discourse analysis", which firstly was used as the name of a Gurt workshop she organized in 1994 [27]. Later in 1996, S. Heering gave a full definition to CMC, which is Computer Mediated

Communication, and stated that it is a communication that takes place between human beings via the instrumentality of computers [21, p. 8-13]. Nevertheless, she still holds to the term CMC, in her book “Discourse in Web 2.0: Familiar, reconfigured, and emergent” [26] the linguist states that computers are no longer the exclusive form of communication. Voice calls, for instance, and text-based television-mediated communication both challenge the idea that mobile phones are honorary PCs [48]. Other terminology like “digital media” and “new media” discourse are used in some recent publications that are centered on a particular discipline [27]. However, numerous terms are used to describe the language of computer-mediated communication when examining the characteristics of virtual messages in recent works. These terms include *e-language*, *e-talk*, *Geek speak*, *Internet language*, *netspeak*, *netlingo*, *tech-speak*, *weblish*, and *wired-style* [42, p. 287-289], and the phrases “Internet communication,” “virtual discourse,” and “Internet language” have become well-established in domestic Internet linguistics [8].

According to Gudz, “Internet discourse” is defined as communication in the Global Network and is a subset of network discourse, which also encompasses communication in other networks, in particular local networks, in addition to Internet-based communication [5]. I. Derik believes the current Internet discourse to be an original pragmatic and communicative phenomenon, which satisfies the society's need for cognitive information acquisition and the unique ways in which this discourse type functions dictate its situation in the mediasphere [21]. Shugaev also claims the Internet discourse to be an environment incorporating different types of discourse into the “world wide web”, which provides an informational and communicative foundation for exposing the essential characteristics of informatization, participating in the creation of virtual reality, which is aimed at forming and improving the conceptual picture of the world of the target audience [15].

D. Cristal affirms that Internet discourse is a unique type of discourse since it is built on the principles of oral discussion but is implemented in written form.

Internet language borrows some characteristics from both spoken and written speech, but it differs fundamentally from both. A linguist lists a variety of distinctions between live conversation and online discourse, including: 1) absence of synchronous feedback - as the recipient can't technically respond synchronously, it is impossible for the speaker to know whether his message is accurately comprehended or received; 2) a slower pace of Internet communication since, for instance, an e-mail response can take from a few minutes to many weeks or even months to arrive; 3) technical issues may prevent or interrupt the conversational interchange of roles (turn-taking), which causes misconceptions; 4) the absence of prosody and paralinguistic means, which addressees typically attempt to make up for with graphic means; 5) the usage of emoticons to convey the absence of facial expressions and movements; and lack of reactions to what is heard, for example, reaction signals like “uh-huh” and “yes”; and interjections, like comment clauses like “you know, you see” [20].

D. Crystal correctly notes that network broadcasting is a written speech that is more similar to oral communication than the written speech of its oral equivalent when attempting to differentiate between oral, written, and network broadcasting. According to the scientist, network speech is not a hybrid but rather a new pronunciation and is defined as oral speech plus written speech plus electronically mediated elements [20].

Additionally, the combination of elements from journalistic, scientific, official-business, conversational-domestic, and creative genres is a distinguishing characteristic of Internet discourse, the key aspect of which is real or potential interactivity. Thus, these findings persuade that contemporary Internet discourse is a complex amalgamation of many functional styles and types of speech, creating a vast area for linguistic investigation while also giving birth to a significant number of issues [6].

In general, the Internet and machinery have substantially changed the world over the past fifty years. Nowadays, Internet communication combines a wide range of previously existing communication elements, all of which

influence the Internet discourse. However, on the other hand, it still consists of numerous novelties, which should be investigated and analyzed.

1.2 Social media as a genre of Internet discourse

Humanity's thirst for interaction and cooperation has contributed to the formation of communities; these communities are organized according to shared interests, social connections, career preferences, etc. New forms of cooperation and communication have always been sought after inventions. The dynamics of digital transformations, the creation of new information technologies, and the globalization of society all contributed to this. The process of globalisation started with the invention of the first computer and the founding of the first computer network, ARPANET, in 1969. ARPANET later evolved into the Internet's prototype [2].

V. Isaacson [1] claims that people's demand for social network communication is what drives innovation. Such communication contact was initially conducted through the messaging between users of distant computers linked to the common ARPANET network. Then, a 'chain reaction' was sparked by the email. Other internet communication channels then started to emerge. Like SF-Lovers in 1975, they were mailing lists for subscribers. A few years later, in 1979, forums that utilized the "message-response" method and generated complete debates debuted. Usenet was the name of the network system, while "thematic conferences" was the name of the forum sections [1]. Without a question, the development of these discussion platforms has elevated network communication to a new level. For the actual massive phenomenon, nevertheless, this was insufficient.

The creation in the early 1980s was the true Internet revolution. A device that could link distant home computers to a world network. It was a modem that connected users to the Internet over phone lines. There were no longer any barriers preventing the creation of new online communities and online services. The social media era has started [2]. Nowadays, social media are incredibly well-

liked and appear to gain more and more admiration with each passing day among users of all ages.

Thus, it is quite significant to understand what social media mean. According to the Cambridge Dictionary, social media are websites and computer programs that enable users of computers and mobile devices to communicate and exchange information online [43]. The definition of social media is more succinctly provided by the Oxford Dictionary, which defines it as "websites and applications used for social networking" [44]. When the definitions like those mentioned above are taken into consideration, it is possible to say that social media are websites and computer applications that have access to the Internet and are designed to facilitate social contacts.

Researchers A. Kaplan and M. Heinlein define social media as a collection of Web 2.0 information technologies that include collaborative efforts like Wikipedia, blogs and microblogs, including Twitter and Blogger, content communities, like YouTube, social network, such as Facebook, virtual game world, like World of Warcraft, and virtual social worlds, like Second Life, and allow users to create and share their own content on the Internet [30].

If social media is considered from the point of view of online communications and the way of creating online communities, where you can both create and distribute information and your own ideas and any other content, then according to Alekseenko, it is appropriate to structure the most well liked contemporary social media may be the following: social networks, blogs and microblogs, multimedia platforms, messengers; forums and chats [2].

In particular, a social network is a social structure made up of a number of connected social objects, including people, groups of people, communities, and organizations, and their relationships with one another, like social relationships. A social network, in its broadest meaning, is a group of people who are in regular contact with one another due to shared interests, a common cause, or other factors. Some social networks are intended to connect people and

communicate with them, while others are business networks or networks of people who share interests [7].

The World Wide Web is home to a wide variety of social networks that can be categorized, basing on a variety of factors. The following social network categories can be distinguished, based on accessibility: closed, open, and mixed. The majority of social networks today are available to everyone, but some initiatives were closed from the beginning because of their business models, which do not allow for publicity. Mixed-type social networks do not grow well since their major goal is to be as popular as open networks, but because of several features that users dislike, they are hesitant to join such social networks [12].

In more detail social networks are divided into the following groups [22]:

- Social networks for sharing media content. This type provides a wide range of opportunities for sharing videos and photos. These include ‘Instagram’, ‘YouTube’.
- Social networks for communication, they include: ‘Facebook’, ‘Telegram’, ‘WhatsApp’ and others.
- Social networks for collective negotiations. The basis of this type is the need for knowledge exchange. To these refer ‘Quora’, ‘Stack Overflow’, ‘Slant’, ‘Stack Exchange’ and ‘Steemit’.
- Social networks for interests. This type makes it possible to find like-minded people and people with similar interests. These are ‘Goodreads’, ‘Friendster’.
- Social networks for the author's record, or, in other words, status-update networks. This type includes blogging services where users create and publish text and media content. Some include here only ‘Twitter’, some others also ‘Blogger’ as well.
- Social bookmarking services are services where the user collects his personal library of content organizing and sharing links to websites. These comprise ‘StumbleUpon’, ‘Reddit’, ‘Digg’ [22].

In general, it can be concluded that the classification of types of social networks is quite conditional, moreover, the division into types, types and categories continues to this day.

Thus, it is obvious that social media websites are currently among the most used sites on the Internet. The audience becomes a co-participant in a sort of information process with their assistance, receiving news from conventional to alternative sources, commenting on them, interpreting and disseminating information from them. On sites like Facebook, hundreds of millions of users spend a significant amount of time each day reading general news. People choose to forgo at least some of their regular privacy (uploading their images and filling up their profiles honestly) in order to get to know people better, their interests, and their worldviews. People are increasingly eschewing traditional modes of communication in favor of more contemporary ones because of the growth of the Internet and efforts to make the most of their working and leisure time. Owing to that, social networks fulfil a wide range of special functions in a social area of humans' life [7].

The following ought to be emphasized as some of the primary purposes of social networks [4]:

1. Interaction: people make contacts, trade news, information (pictures, videos, audio files, links to websites, comments, and messages), and news as part of communication.
2. Educational: since information travels in both directions during communication, participants shift between acting as the communicator and the recipient. Every user of social networks has the ability to post a news report about occurrences, serving as an informal mass media outlet;
3. Socializing: self-improvement, self-reflection inside the "friends" and "groups" system;
4. Identification: when building a personal profile, the user enters information about himself, such as his name, date of birth, family situation,

educational institution, and areas of interest, which enables him to search for questionnaires based on a given set of criteria;

5. The role that identity formation plays. According to Festinger's theory from 1954, a person is more likely to compare themselves to others with whom they have the most traits. Additionally, cognitive dissonance suggests that people who are similar to one another favourably assess one another. A person can construct his positions in respect to other individuals and groups primarily through this method.

According to O. Orakbaeva, O. Tarasova [35] and T. Semeniuk and Yu. Gordienko [38] social media has a wide range of its linguistic features like:

1. Hypertextuality- any text's potential for being hypertextual because of its capacity to spread through the inclusion of additional information links. It occurs since reading online material offers readers a unique opportunity to virtually immediately discover information that they will find fascinating.

2. Appropriation- the process through which previously understood words have acquired new meanings in an online context, which eventually transfers to verbal communication. For instance, year ago the word “story” was just an account of imaginary or real people and events told for entertainment, but today a “story” is something we post on Instagram almost every day.

3. Multimodality- the utilization of several sensory modalities that can be applied to perceive information during communication. The main sensory channels are visual, auditory (sonic) and haptic (tactile-kinesthetic). So, the meaning of the texts can be decoded through visual, auditory and even through tactile-kinesthetic modalities.

4. Interactivity- the capacity of text to be highly interactive and entertaining with the use of the triad of verbal, paraverbal, and non-verbal signs. Verbal are most regarded as words, phrases, sentences. Paraverbal and non-verbal elements are mostly viewed as illustrations or infographics, videos, design, layout, images, photographs, or in other words data visualizations, film,

color and scent. All of that is used mainly to keep the audience interacted and involved in social media [38].

5. Borrowing- the process of finding synonyms for existing objects, events, or concepts' symbols. Considering the terms like fake, entertainment, casting, publics (social network public sites), and skydiver (acrobat).

The language of the media is human-centered, reflects the author's worldview, and their perception of events and phenomena. It is not addressed to the average citizen, but rather to individuals or representatives of at least one particular stratum. The foundation for the evolution of modern language is media discourse. New meanings are created and disseminated using the means of mass communication. It captures environmental changes in the public mind and reflects them. We can claim that media speech is not only the most significant normative force, but also a huge area of contact between many cultures and interests, resulting in the formation of national culture [35].

Thus, social media, particularly social networks, fill many important needs of humanity and each individual while also playing a key role in our social lives. Our lives and our language, in this case the way we communicate, have been drastically transformed by social media platforms like Instagram, Twitter, and YouTube since they allow us to instantly connect with anybody, anywhere, and learn everything we want to.

1.3 General characteristics of Twitter and its role in society

Nowadays social media are so popular with people of various ages that it would be quite challenging to give one simple definition to such a social platform as Twitter, for instance. However, it is significant to compare a few definitions to understand the common and universal meaning of the social network.

The broadest meaning of Twitter is given, of course, on the Internet. Most sites, like Technopedia, state that Twitter is 'a social network which allows people to keep in touch through short text-based messages of up to 280 characters in length called 'tweets'' [41]. Another definition of this social

platform claims that Twitter is a ‘cost-free social messaging tool which bases on answering the question “What are you doing?” and stimulates users to publish their ideas, observations, doings, and goings throughout the day’ [17]. However, the word twitter is not only a noun, but also a verb. And according to Oxford Learner’s Dictionary, it has one meaning related to Twitter, that is, ‘to twitter something means to send a message or picture using the Twitter social media service’ [44]. In such a way, Twitter may also be defined as a social network where people twitter their ‘tweets’. Although, Twitter Help Center describes Twitter as ‘an information network made up of short messages, including photos, videos, and links, from all over the world’ [45], pointing to its worldwide informational importance. According to M. Zappavigna [47], Twitter is an example of a microblogging service, which enables users to submit character-limited messages via a variety of devices, including a mobile phone, instant messaging software, and the internet. Despite the fact that all of the definitions mentioned above are factual or quite positive, some linguists, especially Dhiraj Murthy, who are interested in research on this platform, regard Twitter as ‘an attempt at “beginning the conversation rather than ending it”’. They give it a bit of negative connotation because in the age of technology people would rather hide behind their screens than communicate in person and share not only the fragments of their thoughts but their full ideas [32]. However, given the conditions of Coronavirus and the Russo-Ukrainian war, it still appears to have more benefits than drawbacks because Twitter allows users to communicate their opinions anonymously and safely from anywhere.

Twitter is the most innovative and forward-thinking method of communication in the network. It is a system of microblogs that has evolved from a specialized service to a global sensation since its introduction in 2006 and at present allows users to send brief text messages or text notes via a web interface, SMS, or other client program in seconds. As stated on the user page above the message input area, Twitter was created as a platform to enable friends to continuously exchange messages that would address the same question:

“What's happening?” The writing eventually became “Compose new Tweet.” Therefore, a message's main purpose is to inform the user of what they are currently doing [8].

The launch of Twitter was a positive development for encouraging more informal Internet communication. Message size, transmission speed, and processing speed have all decreased. When the amount of information that can be carried in a single message and the amount of time needed to send and receive messages both decrease, users must produce more messages. The Twitter microblog expands its potential audience and encourages a feedback system, similar to social networks.

Twitter users are allowed to share their thoughts, ideas and opinions almost freely nowadays. However, there are still some rules to follow and obey. On the one hand, it goes about Twitter policy [45] and means that, for instance, sensitive content, such as violent content and adult material: it is not permitted to share extremely gruesome media, violent scenes, or content that is explicit for adults in live video, profile or header photographs. There are risks to be blocked for this kind of tweets and messages containing language on these topics. On the other hand, not only core rules of Netiquette are crucial to follow on Twitter, but also guidelines of Twitter etiquette which should be obeyed. On the Internet hundreds of lists could be found, but according to H. Cohen [19], there are 24 of such recommendations, which sound like “Use a recognizable Twitter handle” or “Dress for the occasion so you don’t look like a bot”. Being an Actionable Marketing Guide, she claims that it's helpful to read through these ideas whether you're new to Twitter or an experienced user to remind yourself that there are real people reading your tweets who have real feelings.

Nevertheless, there are more than 230 million active users, who “publish over 500 million tweets per day” [34]. As a result of its success, Twitter is currently accessible in 33 other languages and has greatly expanded its support for scripts other than Latin. Although Twitter has modified the way the service looked and added new features—often in response to users creating their own

conventions, including inserting a "#" before significant terms to tag them—the site's fundamental concept has remained the same: users can follow the updates posted by other users and post their own 280-character updates. As a result, intricate follower networks are created with links that are both unidirectional and bidirectional between people as well as between media outlets, NGOs, and other organizations. While Twitter was only one example of a new type of online communication known as 'microblogs', the term has come to be used universally to describe the platform [46].

Now, Twitter is increasingly utilized for real-time information and discussion in news, politics, business, and entertainment in addition to interpersonal contact. News and events, like the death of Queen Elizabeth, the annual Academy Awards, or the divorce of Angelina Jolie and Brad Pitt, also result in particularly high tweet volumes. Televised sports events, like the FIFA World Cup or the NBA Finals, cause massive real-time spikes in global Twitter activity. Public figures and celebrities, from the Pope to Lady Gaga, draw huge followings. A picture of Boris Johnson and Volodymyr Zelensky quickly became one of the most-retweeted tweets on Twitter. Moreover, various updates regarding the conflict in Ukraine are so contagious that many people continue to read about and react to them on Twitter. All of that is the evidence of the development of Twiplomacy.

According to J. Green [23], International interactions now mainly rely on social media. The use of social media in numerous social arenas, particularly politics, has grown exponentially in recent years. In fact, this phenomenon—often referred to as "Twiplomacy"—has spread widely in recent years. Originally used solely to describe State-level action on Twitter, the word "Twiplomacy" is now frequently used to refer to all State-level social media engagement across all platforms [39]. The use of social media in contemporary society engages international law in a variety of ways, including both narrower sociological implications of social media use for the international legal system and international law scholarship as well as more substantive legal issues, such as the

effects of the spread of social media on the balancing of security interests with the rights to speech and expression. Because that Twiplomacy has quickly spread throughout society, there is now a chance that social media will serve as a new breeding ground for customary international law [23]. Hence, more and more politicians and public people appear on Twitter and share pieces of information every day which forces Twiplomacy to develop. Obviously, on language level is mostly reflected in rather formal communication.

Well beyond spectacle of mainstream news events, Twitter continues to be a platform for general expression and informal communication: at any given time, millions of private users are chatting with their friends, sharing photographs or URLs, and utilizing the service as a log of their daily thoughts and activities. This is why Twitter has one come under harsh criticism for being primarily made up of “useless information”, “pointless blather”, or “phatic communication”, yet such criticism is overly general. Instead, each user's highly individual use of Twitter as a tool for outreach, information dissemination, or connecting with friends is at the very core of its utility for both individuals and organizations, and it actually underpins its success as a platform for public communication and global news media [46].

Although, Twitter is one of the social networks that is most integrated into our daily lives, lately there have been many changes due to the new CEO. Elon Musk, a business magnate, started his acquisition of Twitter, Inc., an American social media firm, on April 14, 2022, and finished it on October 27, 2022. Musk used the need for speech freedom as justification for buying the social network. As it proved to be, freedom of speech and expressing whatever you want are two different things. Musk restored to the platform the accounts of the 45th US President Donald Trump, musician Kanye West, and psychologist Jordan Peterson, which had been permanently blocked for breaking the rules, as part of his goal for free speech. Additionally, a specific number of accounts that were blocked for insults and hate speech were reinstated by the social network's new owner.

Subsequently, Twitter CEO Elon Musk shocked everyone when he announced that verified users would have to pay \$20 for this privilege and that non-verified users could do so for \$20 “green”. Workers on the upgrade were given a week to finish it or risk being dismissed go. The cost of the blue tick then increased to \$11, after which it increased to \$8. Nobody was able to comprehend the pricing that Musk develops.

Finally, Musk nearly achieved national hero status after handing over the Starlink satellite equipment to Ukraine at the start of the Great War. But some time ago, two-factor authentication was no longer an option for Ukrainian Twitter numbers. The coverage of tweets mentioning the fighting has substantially decreased, as the Ukrainian media has started to note. It is unclear whether this is connected to Musk's new approach. Musk's poll to his Twitter followers, in which he discussed his opinion on Russia's annexation of Crimea and used the phrase "Khrushchev's error," raises the possibility that this is not merely a coincidence [13].

However, millions of people continue to use Twitter as one of the most cutting-edge social media networks for communication. As it was stated earlier, according to statistics, there were more than 368 million active users on Twitter every month as of December 2022. According to projections, this number will fall to almost 335 million by 2024, a drop of about 5% from 2022 [40].

In conclusion, Twitter is one of the social media sites that is so constantly filled with content and information that users can't control but utilize it to keep up with what is happening in the globe. And users will continue to utilize it in their daily lives no matter what updates and adjustments it receives.

2. Linguistic features of Twitter

2.1 General aspects of research

One of the most important things that contributed to the revolutionary changes in language was the development of the Internet [20]. This claim primarily applies to Internet genres, like social networks, blogs, microblogs, chat rooms, where informal interpersonal communication occurs. In this setting, communicators use pre-existing lexical and grammatical tools, changing and reshaping them in accordance with the rules that govern how the Internet functions as a communication environment. Internet language is therefore common. The usage of unique vocabulary and grammatical components in these genres reflects the familiarity and aims of virtual communication [8].

New linguistic elements have emerged as a result of the widespread use of the Internet as a communication tool for social, professional, business, scientific, and other purposes. This wasn't immediately clear until non-Internet users of prominent social networking sites like Facebook and Twitter recognized that they would have some problems understanding the talk, the emoticons, and the acronyms that were widely used among the users until they signed in to utilize these sites [29].

The core of Twitter is the idea of microblogging, or posting brief words that encourage comments from other users, frequently in real time. These text messages, referred to as tweets, can be up to 280 characters long and can contain any kind of conversational marking, including questions, answers, descriptions, and facts. According to a study by Bollen, Pepe and Mao [18], members of online communities used microblogging to disseminate a variety of information. Microblogging is used for (a) daily talk, like posting what somebody is doing at the moment; (b) conversations, like tweets that target special users in their community of followers; (c) information sharing, such as posting links to various web sources; and (d) news reporting, like commentary on latest affairs and news [18].

The study is of the linguistic research with quantitative-qualitative, empirical and theoretical methods of analysis and data investigation and uses real quotes from the researcher's twenty-five Twitter followers, which is more than 1000 tweets. We investigated how selected Twitter users applied the platform to understand the lexical, grammatical, and pragmatic peculiarities of texts of public figures, who belong to five different social spheres, including education, entertainment, business, politics, and social issues.

Depending on person's background and occupation, the tweets' ideas and filling vary a lot. People of the entertainment sphere, such as Reese Witherspoon [68] and Miley Cyrus [66] constantly share information about new works in the music sphere and cinematography.



Picture 1. Miley Cyrus's tweet [66]



Picture 2. Reese Witherspoon's tweet [68]

In such a way, public figures in the sphere of entertainment mainly inform about new releases of songs, share trailers and reviews on new films, give their feedback on them, or even provide some advertisements as Rihanna [69] does.



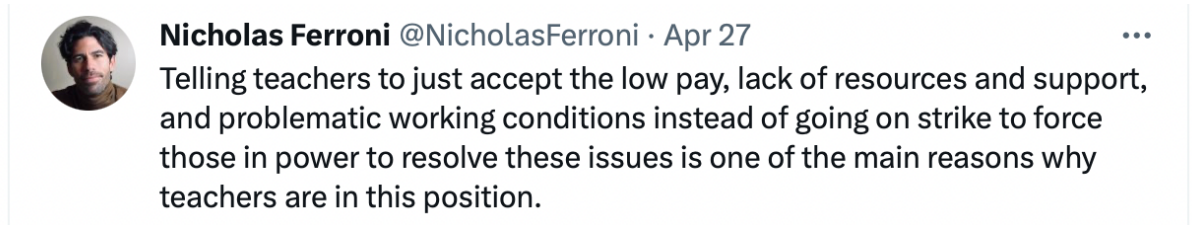
Picture 3. Rihanna's tweet [69]

The sphere of education and its representatives speak for themselves. Most of people occupied in education share news mostly and generally related to this sphere, attach links to podcasts, give their ideas and standpoints on teaching and learning process and so on. Like Vicki Davis [71], they may inform about new technologies, advancements and tools, such as Chat GPT or Grammarly.



Picture 4. Vicki Davis's tweet [71]

Others, like Nicholas Ferroni [67], may be concerned with educational crisis and problems, such as poor financing, lack of support or low salaries for teachers, share their viewpoint to these problems and sometimes even their best solutions and arguments to change a situation.



Picture 5. Nicholas Ferroni's tweet [67]

People related to business sphere are also those who are in a constant contact with technological and business areas. They may finance various IT and other projects, work on advanced and simultaneously some problem-solving tasks, trying to enhance the quality of life on the Earth. Business people inform their Twitter followers on different innovations and advanced technologies, some of which they finance or create themselves. In such a way, Elon Musk [57] is occupied with rocket science and Twitter as well, as he is an owner and CEO of the platform. However, sometimes he even posts memes, as other ordinary people.



Pictures 6, 7. Elon Musk's tweets [57]

Other businessmen, like Bill Gates [52], share their sincere wishes to help the humankind on Twitter as well. He brings to light his cooperation with public figures as well as his works and projects, so people could share their ideas or at least be aware of them.

Obviously, people concerned with social issues are mostly activists and advocates for human rights or environment issues. For instance, a Nobel laureate Malala Yousafzai [62] fights for women's rights in countries, like Afghanistan, where it still remains an acute problem for the society.

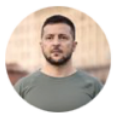


Malala Yousafzai ✓ @Malala · Apr 21

As world leaders meet soon to talk about Afghanistan, they must, above all, demand that the Taliban recognise women's rights, allow girls to go to school and ensure religious freedom for everyone in their country.

Picture 8. Malala's tweets [62]

And last but probably the most popular Twitter sphere is the area of politics. Politicians continually enlighten masses about what is happening in the world on the political arena. Therefore, such people as Volodymyr Zelensky [72], Boris Johnson [53], Joe Biden [60] and others stimulate the development of Twiplomacy. What is more, political public figures are likely to post the most due to the fact the most events happen exactly in this sphere. Everything what is happening in Ukraine now is highlighted on Twitter by politicians, let alone new reforms, environment and other issues, which they are also concerned with.



Володимир Зеленський ✓ @ZelenskyyUa · Apr 30

🇷🇺 invaders won't take away our peace – a natural part of 🇺🇦 character. Peace & the desire for freedom for our entire country, all our regions, cities & communities. We'll definitely gain it. Glory to everyone who is in combat for 🇺🇦! Thank you to everyone in the world who helps!

Picture 9. Volodymyr Zelensky's tweet [72]

It goes without saying that social events attract our attention and people publish a lot of tweets with such content, but public figures also have their lives and sense of humor. That is why they often post some moments from their private life and some memes, like Elon Musk [57]. For example, Rihanna [69] may share photos of her baby, Jill Biden [56]- some photos from the Valentine's Day date with Joe Biden, Mila Kunis [65]- some existential thoughts and what is really happening with her, which is very unusual to see people as they are being honest and sincere on Twitter. So, analyzing tweets was also the first part of this paper.

The second phase of the research was the analysis of the lexical, grammatical, and pragmatic features of texts in five selected theme categories as well as the investigation of how previously mentioned themes, spheres, people's backgrounds and social events influence the use of language on Twitter.

2.2. Lexical peculiarities of Twitter language

Lexical level of language implies peculiarities, such as appearance of new words due to word formation techniques, using slang, idioms, phrasal verbs and idioms. It is appropriate to say that users of the Twitter microblog will use those techniques that will shorten the length of the message as well as the time required to create it, taking into consideration the saving of linguistic efforts.

Due to the reasons named before, most of the Twitter messages often contain transformations and contractions aimed at making tweet short and easy to read. There are two main types of contractions, namely, contractions that imitate the pronunciation of the original word or words and those consisting only of consonants that are part of the shortened word, which are more popular on Twitter, and transformation of the original word or phrase into a letter-homophone, which is not quite used in tweets by celebrities.

The examples of contractions that imitate the pronunciation of the original word or words are the following:

- Y'all (you all) Reese Witherspoon, Matt Ramos: *Y'all know how much I love country music...* [68]; *This is awesome man. I love y'all so much and love how the passions we share can quickly turn people from strangers into friends. This is what it's all about* [61];
- Wanna (want to) Miley Cyrus: *Wanna glow like me?* [66];
- Ya (your) Rihanna: *... (and stop licking ya lips too)* [69];
- Gotta (got to) Matt Ramos: *we gotta give seth Rogen his flowers as a producer* [61];
- Da (the) Rihanna: *Da parents; New baddie on da block...* [69]
- Gonna (going to) Elon Musk, Mark Suster: *Walked whole Cybertruck production line at Giga Texas for several hours earlier today – gonna be*

awesome! [57]; *I think we're gonna have to change the name from Philadelphia Eagles to Philadelphia Bulldogs* [64];

- Lemme (let me) Alicia Garza: *\$114 a year for a blue check?! Absolutely the fuk not. Lemme go check out spoutible ioneven like Twitter like that* [49];

- Ain't (here: is not) Alicia Garza: *No @TiffanyDCross ain't slangin signed MacBooks. She was hacked* [49].

And the example of a transformation of the original word or phrase into a letter-homophone may be seen in Mila Kunis's tweet: *I □□U?* [65].

Contractions consisting only of consonants that are part of the shortened word are:

- B/c (because) Zarreta Hammond: *They shut down b/c they don't feel competent* [73];

- w/ (with) Reese Witherspoon: *#MyKindOfCounty was born out of conversations w/ @KaceyMusgraves about how country music needs to be more inclusive & representative* [68];

- w/o (without) Alicia Garza: *You have left an incredible and inspiring legacy — your willingness to be bold and bet on movement has shifted the landscape in ways that will carry forward for years to come. @lispahani none of that would have been possible w/o your leadership. Excited for what's ahead!* [49]

Another way to shorten the number of signs in the tweet is abbreviation. Most abbreviations are either used for conveying emotional state of the speaker or instead language cliches, which are changed into concise words:

- LOL (laughing out loud) Rihanna: *no more excuses for y'all crusty heauxz! LOL!* [69]

- IDC (I don't know) Rihanna: *my son so fine! Idc idc idc!* [69]

- Lmfao (laughing my f***** ass off) Elon Musk: *I propose the lmfao test for AI* [57];

- Tbh (to be honest) Elon Musk: *Tbh, I'm just hoping a media org that takes itself way too seriously writes a story about Harry Bōlz ...* [57]
- Lmfao (laughing my f***** ass off) Elon Musk: *I propose the lmfao test for AI* [57];
- Wdyt (what do you think) Elon Musk: *Just borrowed my friend's jacket wdyt?* [57]
- Mfs (middle finger salute) Elon Musk: *Old joke about agnostic technologists building artificial super intelligence to find out if there's a God. They finally finish & ask the question. AI replies: "There is now, mfs!!"* [57]
- Imo (in my opinion) Elon Musk: *It's more about treating everyone equally. There shouldn't be a different standard for celebrities imo;* [57]
- Vfx (visual effects) Matt Ramos: *marvel really had vfx artists taking time away from family to design modok's ass* [61];
- Aka (also known as) Mark Suster: *Aka contagion. Totally agree* [64];
- ASAP (as soon as possible) Mari Copeny: *Help me hit my goal so we can get water down to them ASAP* [63];
- Govt (government) Boris Johnson: *Excellent that govt is pressing on with Great British Nuclear, including small modular reactors. Investment in nuclear energy, including large GW-scale reactors is vital. This clean, reliable and affordable source of power and long-term energy security in the UK* [53].

However, another well-applied abbreviation type is acronyms. They are formed from the initial letters of the words and significantly shorten the tweet:

- ESV (Endless Summer Vacation); BYS (Bless Your Soul), ET (Eastern Time) Miley Cyrus: *ESV THE ALBUM FRIDAY MIDNIGHT, BYS FRIDAY 1PM ET @DisneyPlus* [66];
- wb (Warner Brothers); dc (Detectives Comics) Matt Ramos: *wb, spoiling awesome surprises before their dc movies are out* [61];
- vs (versus) Elon Musk: *Note, it takes a few days longer for subscriptions to go active on iPhone vs web, as all subscriptions currently have to be approved by Apple* [57];

- L. (loss) Matt Ramos: *Karen and Foggy not being in Daredevil Born Again at all is such a massive L.* [61]
- PD (professional development) Nickolas Ferroni: *I am always honored to be invited to school districts for a PD day...* [67]
- GOP (Grand Old Party) Nickolas Ferroni: *GOP POLITICIANS: We don't have money to pay teachers more and provide more resources for teachers, or help hire more teachers and school staff!* [67]
- GOAT (Greatest of all times) Matt Ramos: *MY GOAT!* [61]
- nOPV2 (Novel Oral Poli Vaccine type 2) Bill Gates: *To #EndPolio, we must immunize the world's most vulnerable children—especially those who have not been vaccinated before. Protecting 'zero-dose' children against paralysis with polio vaccines like nOPV2 will help usher in a healthier future for us all* [52].
- AI (artificial intelligence) Bill Gates; Elon Musk: *It's always great catching up with @jessieww. We chatted about math, edtech, AI, and human ingenuity* [52]; *Great interview on AI* [57];
- FDA (Food and Drug Administration)/ FFDA (Federal Food, Drug, and Cosmetic Act) Elon Musk: *Add Fun to the FDA & rename to FFDA* [57];
- NCAA (The National Collegiate Athletic Association) Mark Suster: *Amazing women's NCAA final. Turn on if you love sports. What a match between Iowa / LSU* [64];
- DM (direct message) Andrew Wilkinson: *Tiny is on the hunt for a CEO for a high end services business. Someone who thrives in unstructured environments + has experience building a world-class marketing org. US/Canada based. Apply now: aman@tiny.com (include your resume). Do not DM or email me directly* [50].

Such a type of word formation as blending, which means forming a word by mixing the parts of two words, also happens in tweets. It helps to condense long words and tweets into shorter ones, but still letting readers understand main ideas easily:

- Edtech (education and technology) Bill Gates: *It's always great catching up with @jessieww. We chatted about math, edtech, AI, and human ingenuity* [52];

- Eggucation (egg and education) Jill Biden: *The Easter "EGGucation" Roll was made possible with the help of many dedicated volunteers who woke up before the sun to bring joy to thousands of families at the White House. To each of our volunteers, thank you* [56].

In addition, Twitter users apply a technique of clipping. It suggests the removal of one or more syllables from a polysyllabic word to create a new word, which is a very convenient tool for tweets because it hardly changes content of them:

- Orgs (organizations) Elon Musk: *Should be a major win-win for both media orgs & the public* [57];

- Sync (synchronization) Vicki Davis: *Eric from north view high school- star teacher mr Yates- teaches Latin for 4 years- our humor is in sync beyond teaching I find the culture he creates in the classroom regarding collaboration and friendships* [71];

- Corp (corporation) Elon Musk: *Canadian Broadcasting Corp said they're "less than 70% government-funded", so we corrected the label* [57];

- Crypto (cryptocurrency) Elon Musk: *"I used to be in crypto, but now I got interested in AI"* [57];

- Congrats (congratulations) Elon Musk: *Congrats Falcon & Starlink teams* [57];

- Refs (referees) Mark Suster: *Refs taking the joy out of watching the NCAA women's final. Let them play* [64];

- Info (information) Mark Suster: *Update on what I know about SVB situation. New info on industry call with new CEO last night* [64];

- Algo (algorithm) Ewan Williams: *Twitter's Who to Follow algo has been showing me the same person at the top for years. Not every time, but often. I still don't want to follow them. Opportunity for optimization there, gang* [59];

- Sis (sister) Mari Copeny: *Big sis, I'm so freaking proud of you* [63].

One more effective tool to condense Twitter messages is a type of word formation called conversion. Conversion happens when a word changes from one word class to another because it is much easier to say “to vlog” rather than “to add new material to or regularly update a vlog”. So, the examples of conversion are:

- To team up with someone, Reese Witherspoon: *...so I teamed up with the incredible @KaceyMusgraves to create a global search for country music's next big star!!!* [68]
- To vlog, Matt Ramos: *...@itsjossha & I are vlogging our movie event today, another special vlog tomorrow and on thursday I'm taking you with me to watch Creed 3* [61];
- To school someone, Zarreta Hammond: *This brother is schooling the reporter...* [71]
- A read, Mark Suster: *Worth a read. An important perspective on the overlooked importance of SVB to the US for global tech competitiveness* [64];
- A listen, Zarreta Hammond: *Hmmm. Gonna give it a listen* [71];
- To host, Andrew Wilkinson: *Tiny is hosting a dinner the night before the MFM podcast recording in Vancouver* [50];
- Why (a reason) Mari Copeny: *Here is my why for doing the #LittleMermaidChallenge, representation matters so much in the media kids see daily, little black kids deserve to see themselves as princesses and superhero's too!* [63]

Another peculiarity of Twitter is slang. However, it is essential not to confuse such terms as slang and colloquialisms. Colloquial words and slang are spoken variants of the language. Both speak and express themselves informally. Nonetheless, colloquial language is more “formal” than slang. Certain social groups, like teenagers, primarily utilize slang, whereas regular people speak in colloquial language on a daily basis [37].

Slang occasionally happens as a result of the evolving nature of technology. One the one hand, slang phrases may be added to the language to reflect the

standards of its users due to the fact that with every year new advancements and processes appear and users constantly seek for the best names of them, like the word *selfie* created only due to the process of taking photo of yourself. Sometimes it also may be a trend, but other times it is a fad. An on the other hand, slang phrases and expressions might vanish from the language because it evolves so rapidly [37].

However, the Internet is more than merely a place for new lingo. It also makes it easier than ever for those words to enter our thoughts and alter the way we speak. In a couple of weeks, if not days, a new slang term can gain popularity and spread throughout the globe thanks to the Internet and social media. Hence, the Internet and computer technology fields add new lexical elements to users' vocabularies and those users actively participate in their creating. The examples of slang are:

- Baddie (a villain) Rihanna: *New baddie on da block...* [69]
- GOAT (greatest of all time, a person who has performed better than anyone else ever, especially in a sport) Matt Ramos: *MY GOAT!* [61]
- Peak (outstanding) Matt Ramos: *oh this movie is going to be peak peak* [61];
- Heauxz (a close friend) Rihanna: *no more excuses for y'all crusty heauxz!* [69]
- Welp (well) Matt Ramos: *Welp...* [61]
- Dude (friend) Matt Ramos: *i don't even know where to begin dude* [61];
- A nerd (a boring or unfavorable person, especially one who focuses on a particular subject) Andrew Wilkinson: *Hey nerds, doing a little meetup in Wellington NZ: Tomorrow (March 23rd) 10AM at Swimsuit Coffee (Lombard St); 1,000 nerds @myfirstmilpod; AirBnB rental nerds: Could someone review my listing and tell me how to optimize it?* [50]
- Shit talk (untruthfully speaking depreciatively or offensively about another person) Andrew Wilkinson: *Watch people's pattern of behaviour. If they*

shit talk their former boss/business partner/see villains everywhere, don't work with them. You will soon become the villain [50];

- Gang (friends) Ewan Williams: *Twitter's Who to Follow* algo has been showing me the same person at the top for years. Not every time, but often. I still don't want to follow them. Opportunity for optimization there, gang [59];

- A hell of a lot of (a lot of) Joe Biden: *Thanks to our historic investments, companies have already devoted more than \$400 billion to new manufacturing. Factories that make semiconductor chips are already being built all over our country. And guess what? They're going to hire a hell of a lot of people* [60];

- Angst (a feeling of constant worry about something trivial) Elon Musk: *Having a bit of AI existential angst today* [57];

- Kinda (kind of) Elon Musk, Ewan Williams: *It's kinda flattering to be insulted on this site tbh; It's kinda windy today* [57];

- Rock it (giving your all to whatever you happen to be doing and generating enthusiasm in others at the same time) Vicki Davis: *They rocked it!* [71]

The examples of more colloquial vocabulary are:

- Folks (speaking to or about a group of people) Joe Biden: *My budget is for folks like them: by cutting child care costs and expanding access to free, high-quality preschool; We're building an economy that works for working families. One with good-paying jobs and lower costs on everything from health care to child care. One where folks have some extra breathing room at the end of the month* [60];

- Yay (yes) Dr. Catling Tucker; Elon Musk: Yay! *So exciting!* [55] Yay! *Nice work Dragon Team!* [57]

- -ish (used to say that something is not completely true or exactly right) Matt Ramos, Andrew Willkinson: *I say it because Gunn described it as a “Game of Thrones-ish story” so I imagine it’ll be about something along these line* [61]; *To be trollish, we recently made a small investment in Copied, my favourite (human powered) copywriting agency...* [50]

- Sort of (used to say that something is partly true but does not describe the exact situation) Vicki Davis: *Sort of sad* [71];
- No way (used to emphasize that you will not agree or something is impossible) Matt Ramos: *no way lol* [61];
- A car guy (like a *(something) person*, a phrase shows what the person is fascinated about) Bill Gates: *I'm a car guy who enjoys the meditative (and fun) aspects of driving—but I'm also eagerly anticipating the day when I can hand over the keys to a machine* [52].

According to examples, slang words outweigh colloquial ones. If earlier slang was strictly peculiar for such social groups as adolescents and professional ones, nowadays this trend is shifting because more and more people from various social groups and with different statuses are using them. But, of course, people who belong to political circles still cannot use slang, they use colloquialisms instead. For instance, Joe Biden's most favorite way to address people in his tweets is the word *folks*. Folks is a friendly informal word used to address, and sometimes refer to groups of people. It is typically used by adults speaking to adults since it is seen as more respectable and polite, and cannot be regarded as slang.

Also, Twitter is full of phrasal verbs. Hlavatska considers that they compose a significant part of the English language's lexical system, phrasal verbs have the potential to play a key part in contemporary linguistics. Phrasal verbs are generally defined as “a combination that includes a verb with a preposition or an adverb, or even with both of these parts of speech; they occur as one member of the sentence and, therefore, form a logical semantic structure.” Being an almost infinitely large group of verbs, phrasal verbs can take on a wide range of new meanings when combined with different prepositions or adverbs [28]. The examples of phrasal verbs are the following:

- Break open (open with force or to cause something to open suddenly) Reese Witherspoon: *#TinyBeautifulthings&#KathrynHahn will break you open in the best possible way* [68];

- Be out (here: a musical recording is out, it is available to the public) Reese Witherspoon, Miley Cyrus: *#MyKindOfCountry is officially out NOW!!!* [68] *FLOWERS (DEMO) OUT NOW* [66];
- Fit it (feel that you belong to a particular group and are accepted by that group) Mila Kunis: *I am ME... And I won't change who I am just to fit in* [65];
- Figure out (finally understand something or someone, or find the solution to a problem after a lot of thought) Mila Kunis: *...You will figure out a way out of your misery* [65];
- Knock down (hit someone and injure them or kill them) Mila Kunis: *You have power to get up each time you are knocked down* [65];
- Beat up (in bad condition) Miley Cyrus: *I'm driving around town in a beat up old Mercedes, you think I'm crazy. You might be righ* [66];
- Dump down (make something simpler and easier for people to understand, especially in order to make it more popular) Zaretta Hammond: *We are dumping down this powerful concept of cultural responsiveness* [73];
- End up (finally be in a particular place or situation) Mari Copeny: *We ended up with over 6,500 eggs* [63].

The function of phrasal verbs is to substitute formal statements with casual alternatives, that is make a message more informal, closer to the reader, and, what is more, they are much shorter and allow tweets to be more concise.

Surprising as it may seem, idioms are also characteristic for using in tweets, especially in entertaining and educational spheres. The purpose of idioms is mainly related with a desire to make the language richer and spicier. They are not only likely to express emotional background of the speaker, but also attract readers to the tweets because they seem interesting and less stale. The examples are the following:

- Food for one's soul (the aspects of life that nourish our heart and soul, such as wholesome relationships, pleasurable exercise, a fruitful/satisfying profession, and a meaningful spiritual practice) Zaretta Hammond: *Being in the*

presence of so many educators who care about literacy as deeply as I do was food for my soul [73];

- Time flies (used to mean that time passes incredibly quickly) Vicki Davis: Time flies. Today was my last day with seniors! [71]

- Mean the world to someone (be really important to someone) Vicki Davis: Excited that my student Eric chose me as his start teacher- it means the world! [71]

- Have a blast (have a good time) Chelsea Clinton: Had a blast sitting down with @MichaelBosstick and @laurenevaratson on The Skinny Confidential Him & Her Podcast! Thank you both for having me and for the fun conversation! Hope you will check it out [54];

- Hold somebody to account (make someone accept they are responsible for something and explain their decisions and actions) Volodymyr Zelensky: Russia is kidnapping our children. It is the largest state-sponsored kidnapping of ?? children. With this forced deportation, ?? tries to erase the family & national identity of young Ukrainians. It is the genocide of a nation. Everyone who organized it will be held to account [72];

- Make ends meet (have just enough money to pay for the things you need) Joe Biden: Imagine that young couple, expecting their first child. They should be excited – but instead they're a bit scared about how they'll make ends meet [60];

- Have someone's back (be ready to defend or protect someone) Joe Biden: We ask so much of our nation's teachers – and each and every time, you say yes. Not to mention, the impact you have on your students is profound. I'll always have your back [60].

Sometimes even proverbs happen on Twitter. It is not the usual way to convey the thoughts on the platform, but still some people from educational and scientific spheres may use them, for instance, Zaretta Hammond wrote in one of her tweets: ...Tell the truth and shame the devil as grandma used to say [73]. This proverb means to tell the truth even if you have good reasons to keep it hidden.

Another proverb was used by Joe Biden: *Like my Grandfather used to say: “If you’re lucky enough to be Irish, you’re lucky enough.”* [60] It is believed Irish are quite fortunate people and luck aids them everywhere. Both proverbs call for authorities, here they are elderly people, namely, grandparents whom people usually regard as very wise ones. In such a way, people show that some sayings are still transmitted through generations, which influence a perception of reader because tweets seem to be more trustworthy.

And last but not least, cursing words are another distinctive characteristic of the Twitter language. Earlier, it was against the law and usually not allowed to say it aloud as well as to write it. People today have more freedom to express themselves online as well. Even prominent public figures who are well-known to large audiences have been caught using foul language. Obviously, it helps them share their true feelings and emotions, like sadness, anger or excitement, which mainly is the function of cursing words. The examples are the following:

- *this shit hurts* (Matt Ramos) [61];
- *Every once in a while someone launches a business and I think “fuck, why didn’t I do this first?”* (Andrew Wilkinson) [50];
- *Watch people’s pattern of behaviour. If they shit talk their former boss/business partner/see villains everywhere, don’t work with them. You will soon become the villain* (Andrew Wilkinson) [50];
- *\$114 a year for a blue check?! Absolutely the fuk not. Lemme go check out spoutible ioneven like Twitter like that* (Alicia Garza) [49];
- *FUCK YEAH MANNY* (Emma González) [58];
- *Manny is doing all of us proud every goddamn day* (Emma González) [58].

Analyzing and investigating the political context on Twitter we observed the tendency to substitute informal words and phrases into formal ones, which gives us the reason to conclude that vocabulary generally varies according to the sphere and background of a person, who tweets. This transformation may be seen in the following tweets:

- Heinous (very bad) Volodymyr Zelensky: *When Bucha was de-occupied, the heinous truth about what was happening in the temporarily occupied territories was revealed to the world [72];*
- Integrity (wholeness and unity) Volodymyr Zelensky: *@ UN General Assembly ESS resumed its work & will address issue of comprehensive, just & lasting peace consistent with the Charter principles of sovereign equality & territorial integrity. We urge every responsible Member State to support resolution tomorrow [72];*
- Aloft (in the air or in the higher position) Joe Biden: *Nearly 200 years later, the bricks touched by my great-great-great-grandfather's hands still hold St. Muredach's Cathedral aloft. Like the Irish-American story itself, it speaks to our shared past, present, and future [60];*
- Spouse (a person's husband or wife) Jill Biden: *I am grateful to all the spouses of congressional members who promote cancer prevention and early detection in their own communities through the @preventcancer's Congressional Families program. Together, across party and state lines, we can end cancer as we know it [56].*

To sum up, Twitter users apply a variety of lexical modifications to shorten their tweets and are less restricted to post everything they desire and feel on the platform, which has an impact on modern language usage.

2.3 Grammatical and syntactic features of tweets

Social networks and platforms like Twitter develop special communication features not only at the lexical level, but also at the grammatical and syntactic levels as well due to unique aspects of communication in virtual genres. These characteristics include the written-oral format and the generally impromptu method of communication.

First of all, users frequently make mistakes when hurriedly entering messages, and since addressees seldom double-check what they wrote before sending, typing and spelling problems are frequently found in the content of social networks and microblogs, such as Twitter. Secondly, users frequently make

grammatical errors since the Internet is a platform for international intercultural communication where participants come from various cultures and have varying degrees of education and English language proficiency. Thirdly, in order to communicate quickly, the participants neglect conventional grammar checkers such the use of apostrophes in reduced forms and the retention of capital letters in acronyms and abbreviations. Fourth of all, because communication on the Internet tends to use compact forms, communicators often omit auxiliary verbs from message texts and use synthetic rather than analytical grammatical constructions (such as the Past Simple instead of the Present Perfect). Finally, the desire of speakers to make their utterances sound more like real speech causes punctuation marks to primarily serve as expressiveness indicators and somewhat lose their roles as markers of inter-phrase borders, communicative type of sentence, and intra-phrase segmentation [8].

In such a way, information and the ability to communicate it, which saves time and other resources, are two of the primary values in the information society. However, according to the reasons numerated before it should be mentioned that tweets are full of agrammatical features. According to S. Avrutin [16], agrammatism is a case of a more general linguistic impairment known as Broca's aphasia. It shows itself in the speech of patients who have had a certain type of brain damage as well, in improper (“ungrammatical”) comprehension of specific constructions. This illness typically follows a brain injury, like a trauma or stroke. But nowadays, people intentionally violate the grammatic rules which causes the change of language in the Internet discourse. There are such cases of agrammatism:

- Inappropriate grammar tense use (Rihanna; Bill Gates): *Look who don't want mommy to workout* [69]; *I recently had the chance to test drive—or test ride, I guess—one of @wayve_ai's autonomous vehicles* [52];
- Violation of rules of agreement (Matt Ramos; Mari Copeny): *... so I imagine it'll be about something along these line* [61]; *By this dudes thinking im from Detroit too* [63];

- Omitting a link verb of the compound nominal predicate (Miley Cyrus, Rihanna; Elon Musk): *FLOWERS (DEMO) OUT NOW* [66]; *my son so fine!* [69] *All systems currently green for launch* [57];
- Omitting a predicative in a verbal predicate (Mark Suster): *Refs taking the joy out of watching the NCAA women's final. Let them play* [64];
- Using short forms of questions, omitting the question words or main verbs (Dr. Catlin Tucker, Mark Suster; Mari Copeny): *Tired of spending hours designing study guides & review games to help students prep for an #assessment?* [55]; *Why_I do this?* [64]; *You would think that would would be the happy ending to the story right?!? WRONG!!!* [63]
- Complete or partial absence of capital letters (Matt Ramos): *jonathan majors as calvin ellis is such a perfect casting; Eric from north view high school-star teacher mr Yates; did anyone else play with these web shooters as a kid? there was definitely room lol* [61];

The level of agrammatism truly depends on person's background and educational level and, surprising as it may seem, their mood and communicative aim at the very moment. In such a way, the higher-educated the person is, the more advanced grammar they may use. But sometimes it may happen, for example, that people who made a grammar mistake or used a much more informal phrase in the previous tweet may apply an inversion or a formal phrase in the next one. The reason may vary. On the one hand, people may just be inattentive or in hurry. But, on the other hand, it also may be intended and aimed at attracting attention of readers. The examples of such a phenomenon are the following:

- Andrew Wilkinson has omitted the questions words in such a way making a question more informal in one of his tweets and in another one has used a wish-clause: *Tiny is hosting a dinner the night before the MFM podcast recording in Vancouver. Want to come? Fill out this survey; Remember NFTs?; I wish I could short an index of entrepreneurs who don't read* [50];
- Vicki Davis has violated the grammar rules of the Present Perfect tense and then could use passive voice constructions absolutely correctly: *Eric*

from north view high school- star teacher mr Yates- teaches Latin for 4 years- our humor is in sync beyond teaching I find the culture he creates in the classroom regarding collaboration and friendships; This blog will be posted later this afternoon [71].

Of course, previously mentioned grammar specialties of Twitter truly engage our attention. Sometime we even may reread the message and try to guess what made a person tweet something in such a way. But most of the times people just want us to pay attention to their posts, and that is why, they also may well apply other means of emphasis, like inversion or cleft-sentences. Those structures help put key information at the beginning of the sentence making a long story short without a necessity to write longer texts:

- Inversion (Matt Ramos, Nickolas Ferroni, Volodymyr Zelensky; Boris Johnson; Joe Biden): *in no universe would a dude that looks like Jonathan majors struggle in a fight like that [61]; Little does Emily know that teachers use Schritt's Creek GIFs and Memes regularly [67]; Despite the sadness and pain of war, may the holy Ramadan be bright for you! May Iftar bring consolation to everyone in the world, in the Muslim community, wherever you happen to be now. The big world Muslim community can always rely on Ukraine, on our respect and solidarity [72]; Eid Mubarak! May this special celebration bring peace, harmony, and prosperity to your homes and communities; May we go together! [53]*

- Cleft sentences (Volodymyr Zelensky): *This is exactly what we are fighting for- for the whole of Ukraine – for all our children, all Ukrainian men and women in every part of our country to feel free, enjoy freedom and realize themselves in life as they want. And this will happen. Ukraine will defend its freedom [72].*

And last but not least key grammar peculiarity of Twitter platform is ellipsis. This linguistic technique means a removal of a word or words that are unnecessary or can be understood from context in speech or writing. The main example of ellipsis on Twitter is omitting of subject: *Simultaneously inspired and terrified watching this* (Andrew Wilkinson) [50]; *Had a fruitful call with @MinPres.*

Discussed the situation at the front (Volodymyr Zelensky) [72]; Eid Mubarak! Wishing all those celebrating a joyous and blessed Eid filled with love and happiness (Boris Johnson) [53]. Also, there are examples of using three dots: swipe for a magic trick,... (Rihanna) [69]; 2024 and people on the internet still want to argue with a whole minor about the status of Flint's water like I don't live here and see what is going on FIRST hand. Flint is still not fixed, the crisis is far from over...but please tell me what google told you (Mari Copeni) [63]. This tool usually makes the sentences concise, but still clear.

As for syntactic features of Twitter language, which mainly describe types of sentences applied on the platform. Due to sign limits, Twitter users tend to use simple sentences. They help to express ideas in a short way. Here are the examples:

- Boris Johnson: *Wishing all those celebrating a joyful and colourful Holi! Today we celebrate love, unity and the triumph of good over evil. Let's take inspiration from this festival of light and spread positivity wherever we go. Stay safe and enjoy the festivities!* [53]
- Volodymyr Zelensky: *This week I visited Donetsk region, Poltava region and Volyn. I thanked our men and women who selflessly defend Ukraine. Each of them has their own story of bravery. Every such story is a brick forming our victory* [72];
- Reese Witherspoon: *I'm donating to @MomsDemand and @Everytown in all their names to help advocate for necessary gun control laws. Something has to change in this country. Our children & communities deserve better* [68];
- Elon Musk: *Verified accounts are now prioritized; I will do a Starship Spaces at 6pm CT tomorrow for subscribers only* [57].

However, compound sentences are also applied on the platform. It is a type of sentence that joins two independent clauses, frequently using the conjunctions *and* or *but*:

- Vicki Davis: *Dropped a newsletter this morning on the things happening in my classroom. Just finished an awesome workout and about to head out for the last day with my seniors! This is an amazing group of kids and I will miss them!!!* [71]

- Nickolas Ferroni: *So I shared these two headlines with all of my classes (153 students total), and they flipped out. Literally* [67];

- Rihanna: *How crazy both of my babies were in these photos and mommy had no clue* [69];

- Matt Ramos: *My only criticisms for #TheFlash would probably be the cgi (this was an unfinished version tho so it'll look better before release) and some of the comedy was hit or miss for me* [61].

Surprising as it may be, complex sentences, which consist of a dependent clause and an independent one, being usually quite long are used on Twitter as well:

- Nickolas Ferroni: *You can't claim to care about children, their education, and their mental health, and not take care of the people who spend the most time with the largest number of children: teachers and school staff* [67];

- Mila Kunis: *I have the feeling at the moment that I am not myself.. And that's why I'm not so active on Twitter.. general on my social media accounts.. I hope you all have a little understanding for this situation that I'm going through right now* [65];

- Joe Biden: *Jill and I are saddened by the passing of a groundbreaking American who used his talent and voice to help redeem the soul of our nation* [60].

We believe people use complex and compound sentences because it is more convenient when they desire to highlight a few ideas in one tweet rather than divide them into a few ones, and those types of sentences let them do it in a logical way showing the connection between thoughts.

Another peculiarity of Twitter sentences is one-word sentences, also called a sentence words or sentence word utterance. They consist only of one word which forms the whole sentence, and in our case- the whole tweet:

- Rihanna: *Eastuh!!!* [69]
- Elon Musk: *Home* [57];
- Miley Cyrus: *WILDCARD. ESV BACKYARD SESSIONS OUT NOW* [66].

All of the examples above prove the evidence that Twitter influences the choice of language of people of different walks of life. As it has been already mentioned, the same people may freely express themselves both making mistakes and using advanced grammar, what means their language use depends not only on their backgrounds and knowledge, but also different circumstances, like a wish to write exactly what they want to tweet even though it includes a mistake. However, it should be noted that famous people, who more or less live up to their name, rarely make mistakes in their tweets. But regarding syntactic features, quite all of the types of sentences are applied on a daily basis.

2.4 Pragmatic strategies and tactics used in tweets

People have always tried to create a connection between what is said and what is meant, as well as between what is heard and what is understood. That is why context plays an important part in pragmatics. The characteristics of the many apps and venues for Internet communication and interaction are crucial for social media. Typically, when discussing pragmatics, we mention communicative techniques and strategies, scrutinizing the methods and approaches employed by Twitter users.

The word “strategy” started to be used frequently in linguistics in the middle of the 20th century, but its definition is still unclear. A lot of linguists link a strategy to the intentional discourse plan, the arrangement of speech behavior in accordance with the purpose, and the primary goal of the communicators. Given the variety of verbal conduct, communication methods must be able to recognize the choice of language resources and adapt them to the circumstances of the conversation in order to effectively influence the listener [31]. F. Batsevich's theory of linguistic communication describes the strategy of speech communication as the best realization of the speaker's intention to achieve the

desired result of communication, that is, control and flexible modification of their communication in a given situation. [3]. The speech behavior is influenced by the overall goal of the communication, the situational context, and prejudices about the listener. Tactics are called rhetorical techniques and patterns of speech behavior. They are connected to several intentions that represent the various elements or stages of the communicative act. The strategy of speech processes influences communication techniques, which when combined allow for the achievement of the primary communication objective [31].

Tetiana Tolmachova provides a classification of communicative strategies according to categories of speech acts coupled with related communicative functions, such as information exchange, appraisal, emotional expression, incentive, etc. [11]. In such a way, she differentiates the following communicative strategies which are applied by Twitter users:

- informative communicative strategy contains speech acts, like providing information, expressing agreement or disagreement, requesting information, and expressing an implicit expression of intention. These actions are intended to inform or obtain the necessary information and can either directly or indirectly impact the interlocutor's verbal or nonverbal behavior;
- emotionally-influential communicative strategy is a group of speech acts which convey the emotional state of the listener or speaker, such as acceptance, praise, evaluative judgment-thought, empathy, excitement, fun, and joy. By employing this kind of communicative techniques, the speaker hopes to alter the interlocutor's psycho-emotional state or persuade him to take particular actions or believe in something;
- evaluative-influential communicative strategy is a combination of speech actions intended to implement valuable effect on the interlocutor, the verbal presentation of emotional assessment, the state of mind, the building of desired connections and comparisons for the speaker, the desire to develop the essential communicative environment, a reference to the interlocutor's beliefs, directions, expression of evaluative judgments and accompanying emotions.

The informative communicative strategy can be expressed by a tactic of providing information and a tactic of using hashtags and tags. Nonetheless, tweets are rather short pieces of information, mostly they are meaningful and still provide readers with data. Be it a political sphere or an entertainment one, people are kept updated, and what they are usually be informed about may vary from the latest news to some personal data:

- Joe Biden: *Medicare can now negotiate for lower drug prices. My Administration finally beat Big Pharma, and got it done without a single Republican vote* [60];
- Matt Ramos: *A new trailer for Transformers Rise of the Beasts releases next Thursday!* [61]
- Andrew Wilkinson: *Hey nerds, doing a little meetup in Wellington NZ: Tomorrow (March 23rd) 10AM at Swimsuit Coffee (Lombard St)* [50].

From the previous examples, which are vivid examples of a providing information tactic, it is clear that the spectrum of event people can be informed about is quite widespread on Twitter.

The tactic of using hashtags and tags, which are references other people, are also a crucial feature of the informative strategy. Most hashtags appear when there is a social issue which is the focus of attention and needs to be found quickly. According to Kapturova (Orlova), a hashtag from a linguistic perspective is a term or phrase that is used to classify or categorize communications on social networking websites [36]. That is why, it automatically reflects events on the social media helping encounter it in no time. References do the same only with people. Most of the hashtags and references are popular for the sphere of social issues and events:

- Mari Copeny: *One month away until opening. We need to get the theaters booked for our screenings for Flint and Detroit kids to see #TheLittleMermaid. Wishlist for all the merchandise they dropped coming soon* [63];

- Chelsea Clinton: *Had the best time chatting with @PaoloPresta and the extraordinary #ShePersisted illustrator Alexandra Boiger for A Spoonful of Paolo. Hope you will enjoy our conversation as much as I did!* [54]
- Dr. Jill Biden: *I am grateful to all the spouses of congressional members who promote cancer prevention and early detection in their own communities through the @preventcancer's Congressional Families program. Together, across party and state lines, we can end cancer as we know it* [56];
- Malala Yousafzai: *This October will be a decade since "I Am Malala" was published, shortly after my 16th birthday. I am excited to share what has happened since and continue my journey with the incredible teams at @atriabooks in the U.S., @wnbooks in the U.K. and more countries coming soon* [62]

Another communicative strategy is emotionally-influential communicative strategy. It may be achieved thanks to some communicative tactics, like a meme tactic and a tactic of emotion transmission.

Using a meme tactic is peculiar in the situations when people tweet jokes mostly just for fun. Such tweets are not quite informative, but they usually provoke great feedback from the audience:



Pictures 10, 11. Elon Musk's memes [57]

In general, a meme tactic is mostly used by Elon Musk, other chosen public figures do not use it as much.

An emotion transmission tactic means that the readers may understand or somehow "read" the emotion from the text. Such means as punctuation marks and

capital letters usually are applied here. The usage of capital letters helps to emphasize the most important information, but at the same time is a violation of Internet netiquette as it is often perceived as shouting:

- Vicki Davis: *Hey teachers- what did you learn today??? Something new?? Cool?? Something not to do???* [71];
- Reese Witherspoon: *WOW!! Look what YOU did??! If you want to know ALL the lyrics, stream Aurora HERE: <https://daisyjonesandthesix.lnk.to/Aurora!RW>* [68];
- Matt Ramos: *We're about to get something REALLY special; RIHANNA ON STAGE!!! SHES PLAYING SMURFETTE IN THE 2025 SMURFS MOVIE!* [61]
- Mari Copeni: *\$635 until we hit \$8k and my event is SATURDAY!!!! I've had a few businesses commit to donate and then not follow through so I got to make up for that now too; #MyKindOfCountry is officially out NOW!! I am so excited to introduce this show to y'all.. This group of artists from all over the world are SO incredibly, insanely talented!* [63]

An evaluative-influential communicative strategy is presented with an evaluation and illustration tactics on Twitter. As for the evaluation tactic, it is usually expressed by giving person's own opinions and evaluating some objects, processes or innovations. Words of positive and negative connotation meaning are applied in such tweets:

- Andrew Wilkinson: *Simple things like this bring me profound joy: My car has support for Apple Car Key, so I no longer have to carry car keys in my pocket. It's astounding to think about how many physical products the iPhone has made unnecessary* [50];
- Barack Obama: *I'm so inspired by the @ObamaFoundation leaders I met today in Berlin. These young people are putting in the work to strengthen our communities and move democracy forward* [51];
- Joe Biden: *It was great to see my friend President Yoon again. Our nations' relationship is a great success story: An Alliance formed in war,*

flourishing in peace. Today, I'm proud to say the 70-year Alliance between the Republic of Korea and the United States is stronger than ever [60].

A tactic of illustration is the one which impacts the user with the means of statistic. Most tweets of the political sphere are supported with data, which, to our mind, has a convincing effect and sometimes even a manipulative one. It means that such illustrations really influence humans' minds and shape their opinions, and then people may easily believe them and be manipulated with such data:

- Barack Obama: *Since 2010, the ACA has provided more than 40 million Americans access to health care, expanded Medicaid to 40 states to cover millions of low-income adults under 65, and protected more than 100 million people with preexisting conditions from losing their health insurance [51];*

- Elon Musk: *For the next 12 months, Twitter will keep none of the money. You will receive whatever money we receive, so that's 70% for subscriptions on iOS & Android (they charge 30%) and ~92% on web (could be better, depending on payment processor). After first year, iOS & Android fees drop to 15% and we will add a small amount on top of that, depending on volume. We will also help promote your work. Our goal is to maximize creator prosperity. At any point, you can leave our platform and take your work with you. Easy in, easy out [57];*



President Biden  @POTUS · Apr 25

Over 12 million jobs have been created since I took office.
Unemployment has been below 4% for 14 straight months.
More Americans are applying to start small businesses.

The progress we've made is creating strong, sustainable economic growth.

- Joe Biden:

Picture 12. Joe Biden's tactic of illustration [60]

And the last but the most significant communicative strategy is a strategy of speech economy. It is not caused by various speech acts but rather by the peculiarities of Twitter platform as such. In other words, speech economy appeared

due to the limitation of tweets. Hence, to tweet everything people want to say they need to shorten their messages. Usually, people use for it a verbal speech economy tactic which implies the techniques, like *conversion*, *abbreviation*, *clipping* and *blending*, described in point 2.3.1. In addition to those tools, a lot of messages include non-verbal features that represent a non-verbal speech economy tactic, which means the use of signs or emoticons, which usually substitute short words or conjunctions. For instance, a sign “&” means *and* or emoticons:

- Matt Ramos: ...@itsjosshe & I are vlogging our movie event today, another special vlog tomorrow and on thursday I'm taking you with me to watch *Creed 3*; my 🤔 [61];
- Mila Kunis: Start believing in your strength & take change of your life. Believe that you can make it happen & road will suddenly turn smoother [65];
- Bill Gates: That's why we must strengthen health systems and invest in new & improved vaccines [52];
- Elon Musk: And has 🤖 style; Don't worry, just some of my 🤖 friends of mine stopping by ... [57];
- Mark Suster: 🤖 ; 🤖 the 🤖 industry??? 16 year old Sachin Syal reached out to me to fund his business & blew me away with his poise & self confidence. He wasn't ready for my 🤖 but he was so great I agreed to go on his podcast @ochakde & talk startups & funding. Have a listen [64].
- Volodymyr Zelensky: 🇺🇦🇺🇦🇺🇦; 🇺🇦 invaders won't take away our peace – a natural part of character. Peace & the desire for freedom for our entire country, all our regions, cities & communities. We'll definitely gain it. Glory to everyone who is in combat for 🇺🇦! Thank you to everyone in the world who helps! [72]

Also, another feature of this strategy is an ellipsis tactic, described in the point 2.3.2, which really shorten the tweets. Some other examples are:

- Andrew Wilkinson: Can someone get me access to GPT plugins? Have been on the list forever but haven't gotten an invite [50];

- Reese Witherspoon: *Feeling very grateful for all the LOVE; Thinking about doing a little coffee meetup Thursday morning* [68];

In conclusion, a plenty of communicative strategies and tactics are used on Twitter. They make it a special platform with its own rules and effects which explain much more about the words applied by users as well as their motives and incentives.

Conclusion

Communication was regarded in this paper as such that has always been an integral part of human life. Nowadays, since the appearance of the Internet so many advancements have been made, people seem to interact mostly through technological platforms. Internet communication today integrates a variety of already existing communication tendencies, all of which have an impact on online conversation, form and develop the Internet discourse. Twitter is one of the means of online communication and social means, namely microblogging services, which allow users to post character-limited messages using a number of tools, such as a mobile phone and the Internet here and now.

This research was aimed at investigating language peculiarities of Twitter platform, people from five different social spheres, entertainment, educational, business, political, and social ones, were chosen. While the entertainment area includes people from showbiz, Hollywood, namely singers and actors, who inform their audiences about the latest news in cinematography, for instance. To the education category belong educators and speakers, who are deeply involved in educational processes and emphasize main problems in this sphere. People, who usually post tweets on the business themes, are well-known businessmen and entrepreneurs, who are primarily focused on the highlighting industry news or posting information about their companies. Social issues are pointed out in posts of influencers and activists and contain user-shared information on a significant event or person to spread awareness of something they believe to be essential. The politics category comprises opinions and comments regarding political aspects of life and government given by politicians and public figures.

Investigating and analyzing the lexical peculiarities, we noticed two main tendencies. The first one is related to the sign limits of tweets. As one tweet may contain only 280 signs, Twitter user apply various techniques in order to fit the meaning into fewer words. For this, they may use such tools as different types of abbreviations, clipping, blending, conversion, and even emotions. That means both verbal and non-verbal means are used for this purpose. And the second tendency is

about informality. Twitter supports people in being freer to use informal language, like slang, colloquialism, phrasal verbs and, moreover, cursing words, which were forbidden earlier, to create a special type of connection and friendly atmosphere on the platform. So, it goes without saying Twitter users are likely to use more and more informal language. However, political public figures are unlikely to do so. Their language still meets the high standards and they tend to substitute even more formal equivalents to colloquial and casual language.

As for grammatical trends on Twitter, they are also quite special. On the one hand, due to inattentiveness and lack of time for double-checking people tend to make a lot of mistakes, which are regarded as features of agrammatism. To those features belong violations of the rules of agreements and grammar tenses use, omitting of link verbs and predicatives in nominal and verbal predicates, and short forms of questions. However, on the other hand, the same Twitter followers, who make errors in one tweet, may show deep grammatical knowledge and proficiency in another one. To emphasize something, they even may use inversion and cleft sentences. This, to our mind, is a true peculiarity of Twitter which combines both simplification of language and usage of highly-advanced phrases that keep the tongue structured and systematic. The same happens with sentences on Twitter. It would be quite logical, if people used more simple sentences or sentence word utterances, but they also relish using compound and complex sentences. Especially, when they desire to give a few ideas or thoughts in one tweet in a coherent and adequate manner.

As Twitter is a platform for communication, there is a great number of pragmatic strategies and tactics applied by users in order to achieve their communicative goals, like conveying the message or influencing the target audience. Among applied strategies, there are an informative, an emotionally-influential, an evaluative-influential, and speech economy strategies. The informative one is represented by tactic of providing information and hashtags and tags tactic, whose primary function is to share information and make it accessible for all readers. The emotionally-influential tactic is illustrated with the tactics of

meme and emotion transmission, which are aimed at triggering particular emotions among followers. An evaluation and illustration tactics present an evaluative-influential strategy. With the use of Twitter users' own ideas and evaluations as well as various statistic data other people opinion are strongly influenced, which is the purpose of this strategy. And the last but not least is the strategy of speech economy. This strategy is closely connected with lexical trends of language on Twitter because it is also represented by verbal and non-verbal speech economy tactics. The verbal speech economy tactic implies the use of various lexical and grammatical transformations, like clipping, abbreviation, or ellipsis, while the non-verbal speech economy tactic involves the utilization of signs and emoticons applied instead of words.

To sum up, Twitter is a space where people are not shamed for what they post, tweet or think. They are free to express themselves even through lexical and grammatical mistakes and various pragmatic strategies and tactics, highlighting the latest world events or their personal lives as well. All of those peculiarities and tendencies impact our everyday life and speech, since we are highly involved in creating and consuming new words, phrases and grammar structures or their absence. That means people are participating in evolving and developing language as it is today. As people are thought to be the creators of language, it is possible that in fifty years the peculiarities of Twitter may become usual for the tongue we may speak in the future.

Summary

The paper focused on the Internet discourse and social media as its genre. Mainly, it has been dedicated to the research of the language of Twitter as an element of the Internet discourse, paying close attention to linguistic peculiarities such as word choice and grammar constructions and identifying prevailing trends. The main set tasks and objectives were to examine Internet discourse as one of the most significant written forms of communication in the modern world; explore Twitter's definitions, features, and social impact; analyze language usage patterns in tweets on the lexical, grammatical, syntactic, and pragmatic levels; and investigate how social and political events are depicted on Twitter.

The works of eminent linguists like S. Herring and D. Crystal, as well as numerous domestic researchers like V. Kapturova (Orlova), N. Hudz, Ya.Derkachenko, and others, serve as source material for the theoretical part of the paper. The theoretical background of the Internet discourse, social media and Twitter as its part were analyzed. It was concluded that social media, especially social networks, play a vital role in our social life while also meeting many of humanity's and each person's needs. Social media sites, like Twitter, have fundamentally changed our lives and our language—in this case, the way we communicate—by enabling us to immediately connect with anybody, anywhere, and learn anything we decide to.

The supportive material for the practical part includes real tweets and quotes from them taken from pages of 25 Twitter users, containing more than 1000 tweets, and combines quantitative-qualitative, empirical, and theoretical methods of analysis and data exploration. The strategies utilized by a number of Twitter followers were investigated to comprehend the lexical, grammatical, and pragmatic peculiarities of texts written by popular people from five distinct areas of society, including business, entertainment, politics, and social issues.

After examining and evaluating the lexical specialties in the point 2.2.1, two key patterns were identified. The first one regards the maximum sign length for tweets. Since a tweet is limited to 280 characters, users of Twitter employ a variety

of methods to convey their meaning in less words. They utilize various kinds of abbreviations, clipping, blending, conversion, and even emotions for this. That implies that both verbal and nonverbal techniques are employed in this process. The second tendency is a predisposition toward informality. Twitter encourages users to use less formal language, such as slang, colloquialism, phrasal verbs, and even curse words, which were previously restricted, to establish unique connections and a welcoming environment on the network. It follows that Twitter users will probably use a growing amount of informal language. Although, politicians in the public eye are unlikely to do this. Their language nevertheless adheres to the highest standards, and they frequently replace informal and colloquial terminology with even more professional alternatives.

The distinctive grammatical trends on Twitter were analyzed in the point 2.2.2. It was concluded that, on the one hand, people are prone to make a lot of errors due to inattention and lacking of time for verifying it, which are characteristics of agrammatism. Violations of the rules governing agreements and the use of grammatical tenses, the omission of link verbs and predicatives in nominal and verbal predicates, and short forms of questions all belong to this category. On the other hand, the same Twitter users who make mistakes in one tweet could demonstrate a strong understanding of grammar and competence in another. They may even utilize inversion and cleft sentences to highlight a point. The combination of linguistic simplification and the use of highly complex terms that maintain the tongue ordered and systematic is concluded to be a true uniqueness of Twitter. Sentences on Twitter undergo the same phenomenon. The peculiar observation is that people not only use basic phrases or sentence-word utterances, but they prefer utilizing compound and complex sentences. Particularly when they want to coherently and effectively convey a variety of ideas or thoughts in a single tweet.

In point 2.2.3 of the paper, it was concluded that Twitter as a platform for communication, encourages users to utilize a variety of practical strategies and tactics to accomplish their communication goals, such as sharing news or

influencing the target audience. There are several applicable strategies, including speech economy, informative, an emotionally-influential and an evaluative-influential. It was detected that the tactic of providing information and the use of hashtags and tags, whose main purpose is to share information and make it available to all readers, are examples of the informative strategy. The meme and emotion transmission tactics, which are designed to evoke specific reactions, serve as examples of the emotionally-influential tactic. An evaluation-influential strategy is presented using evaluation and illustration tactics. The aim of this strategy is to significantly impact other people's opinions through the use of Twitter users' own opinions and judgments as well as diverse statistical facts. And last but not least strategy that was detected is the speech economy strategy. Since it also includes verbal and non-verbal speech economy techniques, this strategy is strongly related to lexical trends of language on Twitter. While the non-verbal speech economy tactic involves the use of signs and emoticons substituted for words, the verbal speech economy tactic suggests the use of various lexical and grammatical modifications, such as abbreviation, clipping, or ellipsis.

The above-mentioned observations were written in the conclusion as well as the idea of freedom which allows people to choose what lexical, grammatical, syntactic and pragmatic techniques to apply. They are allowed to express themselves, highlighting current events in the world or their own personal life, even if they make lexical and grammatical errors and use a variety of pragmatic strategies and tactics, they do not face criticism. Due to the intense involvement in both the creation and consumption of new words, phrases, and grammar structures, as well as the lack of them, all of these unique characteristics and tendencies have an impact on our everyday speech and behavior. In such a way, it follows that individuals are involved in the language's development and evolution as it is today.

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