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ENGLISH ON FACEBOOK

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INTRODUCTION

The Internet network has established itself as a universal means of communication between people. This is a huge open space, which has its own laws and norms, including linguistic ones. Visiting various sites, chats, communicating by e-mail, we notice that in the virtual space, words are often used not according to the rules. This mostly applies to social networks. Communication in social networks can be characterized as communication "on the go", i.e. without punctuation marks, often without capital letters, with numerous abbreviations, substitutions and neologisms.

Linguistic features of electronic texts were studied by L. V. Zubova, O. A. Kling, O. G. Revzina, O. N. Siverska, I. M. Kudrova and other scientists. N. A. Kovalova and A. N. Popova considered electronic texts in the light of the theory of communicativeness, and from the standpoint of pragmalinguistics and language etiquette, they are analysed by A. A. Akishyna, N. I. Formanovskaya. In the currently rapidly growing stream of research revealed in Internet communication, linguistic and non-linguistic aspects of electronic communication are devoted to the works of such scientists as E. N. Halychkina, F. O. Smirnov, G. P. Neshchymenko, U. Gunter, E. Wiss, J. Leslie, P. Panzegrau, K. Townshand, and others.

Currently, the commonly used Internet vocabulary of the English language, primarily computer slang, is rapidly developing, expanding the vocabulary of most participants of Internet communication in the social network. Vocabulary of various origins, borrowed from different languages of the world, is actively used in Internet communication.

It can be argued that with the advent of the Internet, a new sphere in the process of communication, some intermediate type of communication arose,

which in one sense is written, in another - oral. Based on these statements, it becomes clear that the Internet language is a separate form of language.

Topicality of this study is due to the fact that, despite the large amount of literature investigating Internet communication, scientific works studying it from the point of view of phonetics, grammar and vocabulary are limited. The relevance also lies in the fact that the Internet is increasingly entering our lives not only as a means of work or study, but also as a means of communication.

The need to pay attention to the specifics of Internet communication is largely due to the novelty and rapid development of Internet communication, by the rapid development of social networks in it, the features of communication in which have not yet been described in sufficient detail and accuracy.

The object of this study favors the English on Facebook.

The subject of this study is the English language functioning features on social network Facebook.

The purpose of the research is the study of the language features on Facebook.

To achieve the purpose of the research, the following objectives were set:

- 1) to define the concept of communication in linguistics;
- 2) to consider the internet communication as a means of interaction;
- 3) to study the specificity of hypertext;
- 4) to consider the Facebook as a social network;
- 5) to analyse the verbal communication on Facebook;
- 6) to analyse the non-verbal communication on Facebook.

The theoretical basis of this study is the scientific works in the field of linguistics, psychology, culture and information technology related to the topic under consideration.

Various linguistic research methods were used in the research process. For example, a descriptive method, for describing and analysing the elements and parts of a working "language mechanism".

The final work consists of an introduction, two chapters, including eight paragraphs, conclusion and references.

I. THEORETICAL BACKGROUND OF COMPUTER MEDIATED COMMUNICATION AND THE LANGUAGE REVOLUTION

1.1 Communication in linguistics

From the second half of the 20th century linguists in their research increasingly began to pay attention to such a phenomenon as communication and language communication. Theorist in the field of mass communication studies Eric Barnow notes that the very central position of communication in human history convincingly explains why such a number of sciences as anthropology, art, education, ethnology, history, journalism, political science, law, philosophy, psychology, sociology and, of course, linguists gravitate to the study of communicative processes [1].

General interest in communication, as a specific, mandatory and narrowly focused aspect of human culture, has been actively growing since the beginning of the third millennium. The processes of informatization and globalization, in which the total amount of human knowledge grows at least twice every year, stimulate the conduct of fundamental linguistic research of such a differential phenomenon, which is obviously Internet communication — a process of active and rapid information exchange. Language communication ensures the existence of social memory, storage and transmission of information both between generations and within one of them. Therefore, there is an increase in the communicative needs of members of society [8].

The noun term "communication" according to its etymological nature, according to the data of the academic dictionary edition, originates from the Latin *commūnicātio* ("message, transmission"), which is related to the verb *commūnico*

("make common; inform; connect"), derived from *commūnis* ("common") [8]. In all studies, procedurality (transmission, exchange, notification) and informativeness of this phenomenon are emphasized [7].

V. Kashkin emphasizes that there were almost as many definitions of this term as there were during the entire time of the authors who researched this issue [8].

F. Bacevich adheres to the opinion that in modern linguistics, two scientific approaches to the essence of the communication process are distinguished. In the case of the mechanistic approach, communication is perceived as a process of one-way encoding and transmission of information from the addressee to the addressee. As for the second approach, communication in it is understood as the activity of participants all together (communicators), during which a common (within certain limits) view of communicative objects and actions with them is formed.

The Big Psychological Encyclopedia (2007) defines communication as the interaction of two or more people, which consists in the exchange of information between them. Therefore, the analysis of modern scientific and lexicographic sources confirmed that the term "communication" is defined differently by researchers of various scientific and professional spheres [8].

Having analyzed the views on the concept of "communication" of leading linguists, we can conclude that communication is a process that consists of certain interconnected elements. A communicative process is an exchange of certain information between two or more participants in a communicative process, the main purpose of which is to transmit, receive and understand a certain message. This process can be implemented in different forms depending on the number of persons involved in communication, communicative strategies and goals of conveying a specific message, etc. [14].

With the development of electronic communications, there was a need to consider communication as the transmission of information through technological channels.

1.2 Internet communication as a means of interaction

With the advent of the Internet and its enormous popularity today, the phenomenon of the Internet has become the object of many scientific studies, including linguistic ones. That is why there is a new type of discourse in modern linguistics - Internet discourse.

In modern linguistics, Internet discourse is interpreted in different ways:

- the process of creating texts combined with pragmalinguistics, sociocultural, psychological factors; purposeful social action, including the interaction of people and the mechanisms of their consciousness;
- cognitive processes affecting the mechanisms of human consciousness;
- a complex text system caused by extralinguistic sociocultural factors and the specific situation of entering into speech contact using a computer and other electronic devices, both with Internet users and with discursive spaces of the Internet [14].

In our interpretation, Internet discourse is a massive electronic, audio, and video text combined with extralinguistic factors that exist between those working in a hyperlink environment, available for use on the Internet for the use of a computer or other multimedia devices.

Today, there are local meetings on the Internet that have brought together many people and ideas; in a place that has become cyberspace, a world of

communication, information and entertainment, concepts "to say" does not exist so widely, it is more common to write. It is part of the lives of millions of people; On the Internet itself, people increasingly focus on their work.

The advent of the Internet actually turned the public upside down. Computer technologies were defined by people who differ in their activities and changed communication, offered new results of informational activities from virtual reality.

The Internet creates a special, new, infinite communicative space, which is not represented in traditional communication, but also in the form of fundamentally new forms, such as, Internet communication. In scientific work, other terms are used to denote Internet communications, which are also as follows: electronic communication terminals, virtual communication, computer communication, alternating communication, electronic discourse.

Internet communication is communication in a special (global electronic) environment, which arose as a result of the integration of personal computers into a single network and which ensures high-speed operation of information flows.

Internet communication is a certain synthesis of the principles of information design and the implementation of communicative goals of traditional forms, models and varieties of communication, which is a consequence of the involvement of new extralinguistic factors and realities in the communicative space - computers and computer networks.

The Internet is a specific area of communication. On the one hand, this is virtual communication, and on the other hand, it is a continuation of the real world. Virtual communication is a communicative interaction of subjects that takes place with the use of a computer, as a result of which a concrete model of reality is obtained, which is characterized by the effect of the presence of a person in it and allows interaction with imaginary and real objects [2].

The consistency of the two terms - "Internet" and "communication" - is somewhat doubtful. After all, the Internet is a medium, and communication is the essence of that medium. However, the legality of such use is justified by the fact that, until recently, the main function of the Internet was only related to the search and storage of information, but today it ceases to be the leading one. More and more often, the Internet takes over the role of a communication channel.

Communication via the Internet manifests itself in two aspects:

- exchange of information between different entities through voice, video, text messages, documents, files, etc.
- communication between human communicators [12].

Internet communication for today became the subject of linguistic research [5]. In turn, Internet communication, like any phenomenon, has a number of features:

- remoteness: remoteness of computer communication participants and, as a rule, the absence of direct visual contact between them;
- creoleism: web texts, in addition to linguistic ones, also use paralinguistic means, such as images, photographs, and also actively use different fonts, colors, graphic symbols, etc.;
- typical heterogeneity: the main difference between the types of discourses is based on the combination of written and spoken discourse. Like them, computer discourse can be personal or personal oriented (e-mail, chat) and institutional or status oriented (conferences, participation in forums, bulletin boards);
- voluntary contact: they can be interrupted at any time;
- almost always written communication;
- lack of non-verbal communication;

- lack of unity in time and space, that is, a unique opportunity to be in different time zones and countries at the same time. Thanks to the Internet, international borders are no longer a barrier to contacts, thereby expanding intercultural activities, contributing to the rapprochement of peoples and their national and international awareness;

- computer ethics and etiquette: participants are endowed with a certain communicative status, which is expressed and maintained in the process of communication using special techniques and skills, which can be defined as network etiquette [12].

Communication via the Internet is a very important factor for those who have limited opportunities for traditional communication, and therefore the World Wide Web becomes for them a means of expanding the circle of communication, creating the illusion of a large number of social relationships, although without the requirements of friendship. Although this type of communication can have a compensatory, substitute character, when the individual is not in real life, but prefers virtual reality. This is what happens with the formation of Internet addiction, which is a manifestation of weak will. This increases the traits of individualism, there is aggression or indifference, etc. The formation of a personality with technogenic thinking takes place, for which communication with a computer is much more pleasant than communication with living people. There is a metaphor: comparing the Internet to the sea,

With the advent of technology, linguists talk about a new special functional form of language - a language that serves technical means of communication, which also includes the language of the Internet, that is, the language through which Internet communication takes place. The problem of studying texts on the Internet attracts the attention of an increasing number of

philologists, namely: structural, linguistic, cognitive and other aspects of Internet communication [9].

Therefore, Internet communication is a phenomenon that creates an impact on all structures of society, shapes a worldview, creates prerequisites for encouraging any person to communicate without boundaries, researched practices, subjects of communication, discussion practices, scientific and informal needs, etc.

1.3 Specificity of hypertext

With the development of digital technologies, modern communicative practice has moved to another functional level. The nature of Internet communication, where a specific non-linear text is actively used, is indicative in this regard.

One of the essential components of completeness is a new way of organizing and presenting information - hypertext. The term "hypertext" was introduced by Ted Nelson in 1965 to denote "... text branching and on-demand action" [6]. Usually, hypertext is represented by a set of texts containing links between them, which allow to select the messages to be read or the sequence of reading a certain message.

The use of hypertext technologies facilitates the transition from one block of materials to another. The main feature is that hypertext allows users to move from one page to another, depending on their needs and goals. In this case, the user can always return to the page he was already on.

Hypertext is used precisely as a way of organizing textual information on the Internet, where the user forms nodes and navigates new routes of association.

Nodes can represent information of various types - from one word to a sentence or a complete text, pictures, tables, graphs, etc. Most interestingly, nodes allow users to store individual thoughts, concepts or ideas and drafts of future text. Nodes are mobile - they can be linked, moved, changed. By traveling along these link-routes, you can build different combinations of textual information, view the material in any sequence, while maintaining the viewing and mapping of different informational blocks, to form new textual structures, etc. Thus, hypertext acts as a kind of text generation tool.

Hypertext is a text with a non-linear structure, the elements of which are simple linear elements (word, phrase, unity, etc.) [6]. The main compositional principles of hypertext construction include:

- discretionary provision of information, i.e. lack of continuity;
- non-linearity;
- anthropocentricity or subjectivity in relation to communication completeness hypertext;
- "democracy" - separate parts of the hypertext, depending on the position chosen by the reader, can serve as both the beginning and the end at the same time [4].

One of the main categories of text is coherence and integrity. In the works of Spanish scientists, cohesion is distinguished - the superficial linear structure of the text as a sequence of sentences, and coherence, which describes the subject coherence of the text. In linguistics, these 2 concepts form the structural, content and communicative integrity of the text. Structural integrity in hypertext is revealed through explicit connections. It is impossible to talk about the integrity of the content of all hypertexts, since it is united by a topic, and individual hypertext segments related to them can have different topics. Hypertext content is associated with the use of links. On the one hand, it depends on the recipient's

use of the hypertext of the links while reading them, and on the other - on how quickly the necessary information can be found through the links provided by the author. It is observed by choosing the colors of nodes that have already been read. Therefore, the hyperlink system should be designed in such a way that it is convenient for the user to search for new information and to move from one heading to another.

Hypertext provides the thematic development of the site's text, the possibility of more complete communication between the author and the addressee. Thanks to the hyperlink system, the text of the site is multidimensional in the description of the phenomenon as such and the phenomenon among similar ones, which leads to the branching of the scientific content of the site text. The hypertextual nature of the site allows you to connect all texts and, thus, create a single macrotext, with the help of which the reader, choosing the direction of movement of the site and hyperlinks, creates his own text [7].

Thus, the terms describing the hypertext can be used to describe the addressee's communicative behavior, that is, the transitions he makes from one element of the text to another.

1.4 Facebook as a social network

People use social media for different reasons. For many of them, social networks are a way to meet new people, find old friends, communicate with family and friends, and share their thoughts and ideas. For others, social networks are an important means of obtaining information about news, events and trends. For businesses, social networks can be an important tool for marketing and selling goods and services. In addition, social networks can be an important means of support and help in difficult life situations.

Facebook is a social network that allows you to share your thoughts, photos and videos. On Facebook, a person can create their profile, add friends, join groups and communities, create events and much more. Facebook is an important means of communication in today's world.

Fan pages are smaller communities within Facebook. Although similar to groups, they are different because they allow users to become a fan of something they like, such as a favorite band or brand of clothing, instead of joining a group to support a cause. Events are virtual invitations created to invite other users to any real or online event. This application works through the capability to recruit members and disseminate messages easily through social networking, diverse political, social, and other special-interest organizations that use Facebook groups to create online interaction and make use of the valuable and entertaining information and developments.

Once individuals engage in groups and become active members, they have the ability to receive information that may not be available to them in any other form. Facebook groups also give these individuals the chance to participate in other activities and come across opportunities they otherwise may not have the advantage of gaining access.

The fact how quickly actual topics change on Facebook suggests that the language picture of the social network world is very mobile, it determines a person's attitude to the world, their interest and involvement in what is happening not only in their life, but in the world as a whole.

Recently, a special place in self-presentation of the individual and the reflection of their picture of the world has been occupied by the so-called publics, which we will discuss in more detail below.

Public is a type of community that was created as a simplified version of the group, where the main goal is to convey the information of interest to the subscriber as quickly and in a concise form as possible.

A meme is a unit of cultural information. Any idea, symbol, manner or image can be considered a meme. Internet memes are information (links, texts, pictures, even conversational structures), usually transmitted by users to each other directly through the network. This is usually done for entertainment purposes, but other information, including provocative or malicious information, can be disseminated in the same way.

A special role in the formation of a specific network picture of the world is played by lexical units used in social networks not in the meanings that are characteristic of them in ordinary speech.

A qualitative change in the semantic side of words on the Internet is often motivated not only by the names of certain services, but also by the language of the users themselves and its rethinking.

As you can see, the vocabulary of social networks directly reflects the changing reality, and new meanings do not appear in isolation, not in isolation from the lexical-semantic system of a given particular language, but in close connection with it, as its constituent element. At the same time, in the conditions of active network communication, not only the compatibility of words expands, but also their semantics changes in one way or another, as a result of which new meanings and/or stylistic shades of words appear and are fixed in the speech of users (and, therefore, the majority of native speakers). The user of the social network forms his own special, "network" picture of the world [3].

It turns out that people outside social networks are taken out of the context of communication in them, they are not adapted to the new linguo-stylistic features of the language, they are not familiar with memes, abbreviations,

etc. popular among other users. and therefore sometimes experience difficulties in understanding their interlocutor.

People who are familiar and not familiar with communication in social networks are two fundamentally different types of communicators, even if they belong to the same generation or the same social stratum.

At present, the influence of social networks on living English speech is so great that researchers are opening up new prospects for studying this area, and one of the most important areas (including in terms of lexicographic description of the language) is the study of the dynamics and causes of semantic variation of words.

Conclusion to Part I

In recent decades, linguists have become particularly interested in Internet communication as a subject of study. First of all, Internet communication is a traditional process of communication, that is, there is a sender, a receiver and, in fact, the message itself. Instead, the channel through which the message is transmitted takes a different form, electronic, that is, via the Internet. In the process of communication on the Internet, feedback is very important, as is the recipient's response to the received message. Communication on the Internet is becoming less formal, tending toward colloquial and simplified syntax. Internet communication is primarily an informative function, i.e. the transmission of certain information.

With the development of Internet technologies and communication on the Internet, linguists have drawn attention to the emergence of such a term as "electronic genre". Researchers have created many classifications that include emails, chats, blogs, social networks, catalogs, online stores, online games, and more. The site occupied one of the leading positions as a genre of Internet communication. This is one of the few genres that over the past decade has transformed from a purely informative to a communicative and informative space. The linguistic construction of the site is an interaction of micro- and macro-texts, where the micro-text is a hyperlink that moves around the site (heading names, feedback, etc.), and the macro-text is the text itself, the information itself. Therefore, the microtext is primarily nominative and an attractive feature, and the macro text is informative and pragmatic. The employment of the site depends on the purpose and direction of the activity.

II. ANALYSIS OF LINGUISTIC AND PARALINGUISTIC ASPECTS OF ENGLISH ON FACEBOOK

2.1. Verbal communication of English on Facebook

Communication is a vast topic that includes several strains, important of which are verbal and non-verbal communication. Verbal communication refers to the absolute mode of communication i.e. speech, organization of sound, arrangement of vocal symbols, produced from speech organs used for communicating ideas, emotions, and message are regarded as verbal communication. It does not take the written form of communication. About verbal communication Khan [19], states that verbal communication requires a language, language defined in terms of systematics, is group of labels used to represent approximations of space time events and from one entity to another by a variety of means including vocalization, writing etc.

The basis of communication is the interaction between people. Verbal communication is one way for people to communicate face to face. Some of the key components of verbal communication are sound, words, speaking and a language. As we know language is the communication of sounds, patterns, words which transmits the meaningful information. Human being is differing from others due to the verbal communication capacity. The most obvious example of non-verbal communication, and one that most people think of first, is gesture. There are not any clear-cut linguistic structures for non-verbal communication. Verbal-communication is highly structured and reinforced through an extensive formal and informal learning process [15]. Verbal communication is confined to the use of language.

The Internet has already altered the way in which people read text as has been highlighted in previous studies. This is because reading strategies are not linear on the web. Internet users are encouraged to choose a specific path or alter the order of the text as is motivated by their own desires and "cognitive processing style".

More important than reading strategies is that of a written text created by the web. Roland Barthes in the 1970's wrote about modernist printed literature and stated that "writerly" text is:

A perpetual present, upon which no consequent language (which would inevitably make it past) can be superimposed; the writerly text is ourselves writing, before the infinite play of the world (the world as function) is traversed, intersected, stopped, plasticized by some singular system (Ideology, Genus, Criticism) which reduced the plurality of entrances, the opening of networks, the infinity of languages.

This definition not being directed at the Internet was however successfully applied to the writerly text of the web by George P. Landow in that the web lends itself to a certain participatory way of reading that are much more effective than the traditionally isolated page turning of the physical book.

This allowance for text alteration by amending and editing specific content as is the nature of Internet writing also carries over into social utilities such as Facebook. "Generation Y" as the media dubbed youths that use Facebook regard it as a means to communicating with friends and family through a forum that provides, immediate and asynchronous social interaction, creating a collaborative, interactive, and performative text [35].

It is argued that new literacies cannot merely be the use of new technologies that indicate a more polished performance of old practices. It needs to contain "new technical stuff" as well as "new ethos stuff". Therefore the focus should be on social effects to define new literacy practices. This new "in kind"

indicates a new "mind-set" and refers to an emerging ethos that regards new literacy practices as being more collaborative, multimodal, participative and distributive which allows for less individualised, author-centred practices. New literacies thus combine "digitally with new social acts".

Regarding Facebook, the aforementioned describes how these texts in this social utility are constantly being re-made, extended, annotated and amended. The publication of text is immediate and is not restricted by geographical spaces and time. In [17], author argues that, texts of the new technologies have mutated into complex hybrid systems that have made new demands on reading and writing, viewing, social exchange, and communication. These digitally multimodal textual practices have attracted a great deal of attention. Facebook is no exception in that successful use of this social network site (SNS) requires a multimodal approach of embedding and combining content and written texts from numerous sights.

Beside, in getting information turns in Facebook there are also many problems that happen today both young people, adults and old people, they feel difficult to understand the words formation used in Facebook conversations. Sometimes, the word that they used seems funny and hard to understand by others people, until the conversation between one people with another people unconnected, sometimes the people use word formation confused with word formation happen in Facebook conversation, such as, coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronyms, derivation, because they do not know how to blend, compound etc, until in word formation that they use mistake. Those are some factors which to can influence word formation process.

For a more complete and in-depth study of the characteristics of the English language in social networks, we will consider changes in the main sections of linguistics: morphology, lexis and syntax.

2.1.1. Lexical characteristics of English on Facebook

Let us turn to the study of the linguistic aspect of Internet communication. It should be noted that the computer world of virtual interaction has its own way and language of communication. At the lexical level, this is manifested in the specificity of the use of different groups of neutral and stylistically colored vocabulary. Let us consider the lexical characteristics of English-language Internet communication.

Quite often evaluative vocabulary is used in electronic communication, because it is designed to have a certain influence on the emotional state of the addressee, or to lead him to make a desired decision. Depending on the semantic type of the electronic message and the pragmatic intentions of the addressee, the modality expressed in the text of the online message can be positive (the use of words characterized by the evaluative operator "good": thank you; confidence; absolute; to reach; harmonic; with great pleasure, etc.) and negative (use of words characterized by an evaluative operator "bad": difficulties; not guaranteed; the problem; to postpone, etc).

In messages characterized by negative modality, euphemism is often used, which contributes to the manifestation of restraint when expressing dissatisfaction, the addressee's negative attitude towards some phenomenon. For example, phrases designed to express such dissatisfaction or indignation can be replaced by euphemisms "it is different from what I have expected", "I consider it very surprising", etc.

Expressive and emotional statements, more characteristic of the colloquial literary style, are no exception for the texts of e-mails and messages,

including business ones. These are means of intensification, such as: so many, so few, again and again, very much, extremely, with great pleasure, indeed, etc. Intensifier words are stylistically marked elements that contribute to the focus of the addressee's attention on the necessary information and give the expression high emotionality.

The implementation of language etiquette in electronic correspondence is also determined by the specifics of the epistolary genre itself, which in the modern world has been transformed into an online format. On the one hand, this is remote communication between communicators, carried out in writing. But on the other hand, thanks to the high speed of message transmission, the physical distance between the participants of the communication is reduced, and the communication takes the form of a dialogue. In this regard, the analysis of empirical material shows that in electronic correspondence, depending on the general tonality of the text, language etiquette is implemented differently.

The vocabulary of the colloquial / informal register is used: I hope things are getting well with you, thanks for, sort out, it sounds like you've been working really hard, etc. Direct questions and imperative constructions are also widely used: Do you have a suitable course ...?, Are you free next Friday August 20 at 11 am?, Let me know the time and dates. Moreover, they are used even for the implementation of communicatively complex speech acts (requests, for example), which somewhat contradicts the communicative principle of politeness [10].

Speaking about the linguistic-pragmatic features of electronic correspondence, it should be noted that the authors of electronic letters, in order to save language and convey clearer information, resort to the implementation of the so-called KISS-principle (Keep It Short and Simple) using terms, elliptical constructions and abbreviations, which allows you to bring the written language

closer to the spoken language and achieve interactivity of communication. A special feature of the epistolary style are epistolaryisms - special words and phrases, syntactic constructions that represent the unique speech individuality of this style [11].

There is a variation of language etiquette formulas from the official Dear Mr. X; Best regards, etc., to colloquial, colloquial and even familiar Hello; How are you?; If you don't mind; Please understand; Thanks. Thus, the stylistic affiliation of the language of e-mails to the informal register is manifested in the choice of colloquial forms of address and complimentary endings: Dear Sue, Sue, Hi, Sue, Hello; Best wishes, Take care, See you soon [10].

The use of oral and conversational elements in the electronic form of communication is also characteristic, which is confirmed by the wide use of verbs with prepositions: sent off, find out, etc. and abbreviations: pcs., corresponding to "pieces", pls. - "please", Please reply asap - "as soon as possible". fwd (forward), I've, she's. At the same time, abbreviations such as tnks & rgs - "thanks and regards", u - "you", 2 - "Too", 4 - "for" are rightly considered slang, since they are not normative in e-mails. In spoken language, as in oral communication, exclamations are often used, which gives the language more emotionality, for example: Wow, what a film!

Interactive English on Facebook can be conducted with several interlocutors at once, and typing speed is of great importance for an adequate quick response. Thus, various abbreviations of the most used words are often used. Example: How ru?(How are you?).

The need to quickly type the answer to the interlocutor can be explained by the large number of truncated words and endings, contractions of verb forms, as well as truncated forms of auxiliary verbs, for example:

I wanna (want to) learn the other cultures.

He's readin' now 'cause he'll soon have an exam.

Interactive communication is characterized by frequent misspelling of words, as well as confused writing of words, which, nevertheless, is often explained not by the illiteracy of the interlocutors, but by pressing the wrong key, for example:

i wanna make friends in UK and maybe find an exchange student (own application).

In addition, the English on Facebook includes spoken language, the language of consonances, pictograms and abbreviations. The language of consonances is simple and consists in the fact that the names of some numbers and letters are consonant with words, while they are written faster, for example: to – 2, for – 4 or u sounds like you, therefore, I love u = I love you, 4u = for you – for you, 2All – to All – to all, L8r – later – later, etc.

The language of acronyms is less clear because of its convention, as some acronyms were created within a particular community. Some of these abbreviations have become almost universal, for example: DK - Do not Know (I don't know), IC - I See (I understood). Other expressions owe their appearance to computer networks: lol = laughing out loud – Funny! I'm laughing!; asl = age sex location – Who is he, where is he from? - (form of standard online dating).

Today, researchers distinguish three main types of abbreviations:

1. Letters. They consist of the names of the initial letters of the words included in the original phrase.

2. Sound. They consist of the initial sounds of words day offa phrase that reads like an ordinary word.

3. Letter-sound. They consist of both the names of the initial letters and the initial sounds of the words of the original phrase.

The English explanatory dictionary gives the following concept: "Aronym – a word made from the first letters of other words, AIDS is the acronym for acquired immune deficiency syndrome" [16]. These tools are an integral attribute of real-time dialogues (in chats and discussion groups). Lists of these abbreviations are repeatedly reproduced in printed form. Here is a fragment of one of the most famous primary sources of such lists - the online encyclopedic dictionary of computer programming slang "Jargon File" by Eric Raymond:

- BBL– be back later (I will return later);
- BRB– be right back (I will be back soon);
- LOL– laughing out loud;
- ROTF– rolling on the floor (rolling on the floor);
- ROTFL– rolling on the floor laughing (rolling on the floor laughing);
- AFK– away from keyboard (went away from the keyboard);
- b4– before
- CUl8tr– see you later (see you later);
- rehi– hello again [26].

It is also an effective model of word formation in Internet discourse "word building" or blending. Examples of tokens formed in this way are as follows:

Appoholic(application + alcoholic) - an addicted person who constantly downloads mobile applications that he uses once or twice and then no longer uses. This is often the name given to children who have tablets and mobile phones;

Brofie– a type of selfie taken with friends;

Bromance(brother + romance) – close friendly relations between two friends;

Bropinion(brother + opinion) – the opinion of a good friend;

Chickenatarian(chicken + vegetarian) – a person who does not eat any meat except chicken;

Cinderella(Cinderella + fellow) - a young person who must be at home by midnight, because otherwise he will face serious consequences;

Crackberry(crack + blackberry) - a person who constantly uses a phone of the "Blackberry" brand;

Crosstext– mistakenly send a message to the wrong user during simultaneous correspondence with several users;

Cyberloafing– use of Internet access by employees of the organization for personal purposes during working hours;

Dadmire(dad + admire) – admire someone's parental qualities; to respect someone as the image of a real father.

In addition to various ways of forming new vocabulary, which appears daily in the process of communication in English on Facebook, it is important to refer to the phenomenon of erative - i.e., intentional violation of the language norm. This group of lexical formations of Internet discourse includes the grammatically incorrect spelling of a word, which, nevertheless, is understandable to native speakers from the first reading.

Such simplifications in writing words are a consequence of saving time. Since communication is conducted online, its participants often do not pay attention to the observance of grammatical rules, which gives rise to new words that are later used everywhere. Sometimes they are formed as a result of various mistakes, and sometimes intentionally, for example: wut - instead of what; dat – instead of that; da – instead of the; teh – instead of the; ov – instead of of; picsher - instead of picture; awl

– instead of all; lawl - instead of lol; luv – instead of love; bruh, broseph – instead of brother; ma – instead of my; cuz - instead of because; buszay – instead of busy; gud – instead of good; hav – instead of have; butiful - instead of beautiful; jeenyus – instead of genius; geez - instead of jesus; bukket - instead of bucket; bai – instead of bye; dho – instead of though.

Finally, the Facebook environment also becomes productive in view of the speed and number of formation of "neologises", i.e. words denoting new concepts and objects, for example:

Born vegan- this is the name given to a person who has never eaten meat and is a vegetarian from birth;

Columbusing- when someone claims to have discovered something new that has existed for several years, decades or even centuries;

Comfort zone- a conditional psychological zone created by a person, beyond which he is afraid to go, that is, he is afraid to try something new and unusual;

Contact sad– a spoiled mood from negative user comments;

Crub shame– the feeling experienced by a person who remains waiting for a green traffic light signal, while other people have already crossed the road to a red one, thanks to the absence of cars;

Digital detox- the time that a person devotes to the real, not the virtual world, avoids the use of various gadgets, such as a phone or computer;

Easy like- this is what they call friends in social networks who always put "likes" on photos, recordings, comments, perhaps without even reading them, and regardless of whether they like them or not;

Freshman at life- this is what they call a person who is not well oriented in adult life. Such people lack common sense and may ask questions like "how do I do laundry" or "what is online banking" and so on;

Gloatgram- Instagram posts that show the full and rich life of the author, usually photos of trips, expensive things, food;

Google University- a phenomenon of social networks, when a commentator seeks to demonstrate his knowledge obtained by searching on "Google". In this one the person has no specialized education in this area, but he desperately uses unconfirmed data from online sources to prove himself right on this issue;

Hashtag abuser- a person who abuses the use of hashtags. Most often, this is manifested in the fact that the content of the record is much smaller than the number of hashtags to it;

iFinger– a finger that is left clean so that you can continue using a smartphone or tablet without contaminating it;

Illegal scrolling– when someone gives a person their phone to show you some photo or recording, and they scroll left / right or up / down without permission;

Instagram prime time- the time of day when Instagram is most active. For example, when uploading photos in the evening, there is an opportunity to get a greater number of "likes" almost immediately, while in the morning and afternoon there is no such opportunity;

Like shock- receiving an unexpectedly large number of likes for a photo, post or comment.

In general, the vocabulary of the Internet sphere is extremely saturated with many new lexical formations, be it neologisms, blends, abbreviations,

abbreviations or erative words, etc. Let us consider the lexical properties of some samples of Internet letters and messages based on the material of artistic works and samples of Internet messages and comments taken from open access to the Internet.

The text of this letter uses colloquial elements of speech, such as the abbreviations "you're", "you'll". In addition, stylistically, this letter demonstrates the mixing of two styles - business and conversational, which is a stylistic technique aimed at compensating for the distance of communication, giving it expressiveness and richness, and also at achieving the pragmatic goal of this letter. The abbreviation XOXO is also used, which stands for hugs and kisses. The use of this lexeme instead of the standard complimentary formula inherent in letters corresponds to the characteristics of English on Facebook, namely, the desire for shorter forms of expressing one's opinion to save time.

The following example of an Facebook message is taken from real correspondence of American citizens, freely available on the Facebook, and is an example of friendly online communication.

At the lexical level, in this message it is possible to single out the exclamation Yay, used by the addressee as a greeting. According to the definition of Cambridge learner's dictionary, this exclamation is used to show satisfaction about something or someone ("used to show that you are very pleased about something" [16]). The abbreviation OK is also used, which is characteristic of colloquial speech.

In addition, at the lexical level, the slang term "reverse panda" should be noted, which in modern English youth language means "the effect of sunglasses on your face around the eyes causing a lighter skin tone in comparison to the rest of your skin" [16]. In addition, there are some abbreviations in the letter, for

example re - as a shortened form of the words remark or remember, used here in the sense of "don't forget", "remember", "take into account".

The abbreviation LOL stands for laughing out loud and can express both positive, friendly laughter or a smile, as well as a whole range of other individual emotions, from irony to resentment. In this case, the acronym LOL has a positive connotation, because in general, the message expresses affection and indicates a close friendship between the communicators. In addition, some forms of grammatical abbreviations are used, for example, whatever's, wasn't, which is also caused by the feature of electronic communication, which involves a quick exchange of messages.

Consider the vocabulary of the English language and its changes under the influence of the need to communicate in social networks.

One common way to change is to lengthen the word, by repeating the letter in the root or affixes. This technique is used, for example, to focus on time or convey emotions. Consider these changes with examples.

Figure 2.1 illustrates the use of word lengthening to convey length of time: " This is so wonderful and loooong over due!!!".



Figure 2.1 – Lengthening a word by repeating a letter in the root

Figure 2.2 shows the use of this technique in the following context: " We are shell-shocked from 2016 when soooo many great performers died".

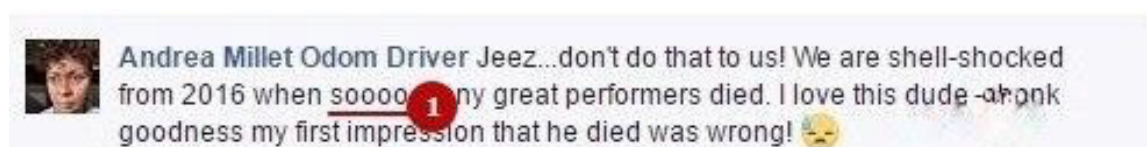


Figure 2.2 – Extending a word by repeating a letter

The most popular and used method of communication in social networks is abbreviations.

According to social media users, shortening helps save time and convey more information in a smaller message. Although, at the moment, this technique is already used out of habit, as a typical way of communicating "on the run."

Abbreviations include not only words, but also entire phrases. For example, laughing out loud is shortened to an abbreviation of the first three letters and looks like lol.

An example of such an abbreviation is shown in Figure 2.3: "Becky S. Edwards here`s your mint lol".



Figure 2.3 – Abbreviation of the phrase laughing out loud

The most common social media abbreviations are presented in Appendix.

This table contains the 35 most used abbreviations. This is not a definitive list – new abbreviations appear every day. Consider the use of these abbreviations in comments posted by users of social networks.

Figure 2.4 illustrates an example of using adverb abbreviations: "True statement tho".



Figure 2.4 – Abbreviation of though

Figure 2.5 shows an example of an abbreviation for the pronoun you: "U are them cold?". It must be said that the abbreviation of the pronoun your is one of the most used abbreviations in the comments.



Figure 2.5 – Abbreviation of the pronoun your

The abbreviation of the adverb that is shown in Figure 2.6: "Tht`s we everyday".



Figure 2.6 – Abbreviation of the adverb that

The same should be said about the use of interjections when communicating on social networks. They are just as important as when used in everyday conversation. With the help of them, users of social networks can express their attitude to the topic of conversation or emotions without unnecessary words and sentences.

For example, Figure 2.7 shows the use of the interjection aw: "Aw. Come on, Connie. Sure yue do".



Figure 2.7 – Using the interjection aw

Figure 2.8 also illustrates the use of interjections when communicating on social networks, as well as the shortened use of the word nevermind: "Oh whoops nvm".



Figure 2.8 – Using the interjection oh and the verb nevermind

In figure 2.9, an example of the use of the interjection blah: "All I hear is blah blah blah".

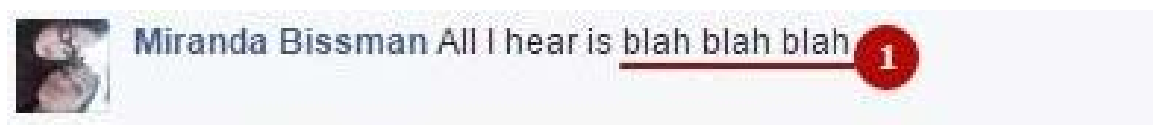


Figure 2.9 – Using the interjection blah

Sometimes, to better express their emotions and put emphasis on any thought, users use the Caps Lock button function, that is, they type the word in capital letters.

As an example, Figure 2.10 is shown using the interjection phew: "Oh dear lord, I saw the photo of Carl Reiner and thought he had died. PHEW!!!".



Figure 2.10 – Using interjections and the Caps Lock function

In some cases, when users want to show their emotions as much as possible, the caps lock feature can be used multiple times in one message.

Figure 2.11 is an example of this usage: "I have problems and need help! LMAO!!! OMG!!! NOOOOOOO!!!!!!".



Figure 2.11 – Using Shortcut and Caps Lock

The Caps Lock feature is used by users not only for abbreviations or interjections. Very often, words and even whole phrases are written in capital letters.

An example is shown in Figure 2.12: "Today really is the BEST DAY EVER!".

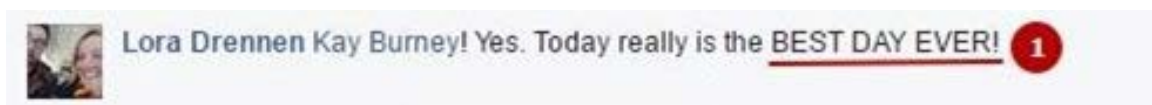


Figure 2.12 – Using the Caps Lock function

Another change in the English language under the influence of the Internet was the replacement of the pronoun "I" with the combination "Ya", which, on the contrary, does not shortens the word, but lengthens it, but looks more youthful and fits perfectly into the style of social networks.

Figures 2.13 and 2.14 show the use of the pronoun Ya in social network comments: "Ya know it cool off".



Figure 2.13 – Replacing the pronoun "I" with "ya"



Figure 2.14 – Replacing the pronoun "I" with "ya" and the interjection Yummy

Recently, in the English language and, in particular, hockey fans have a new verb. Kronwall is an ice hockey defender for the Swedish national team. His techniques are so strong in relation to opponents that they did not leave indifferent Internet users who were not at a loss and assigned the names of the hockey player not only the meaning of a noun, but also the meaning of a verb.

Voracek got kranwalled = voracek be hited by kronwall [29].

Hit, in this case, a direct translation, in hockey it would be more correct – against Voracek was used a power hold by kronwall.

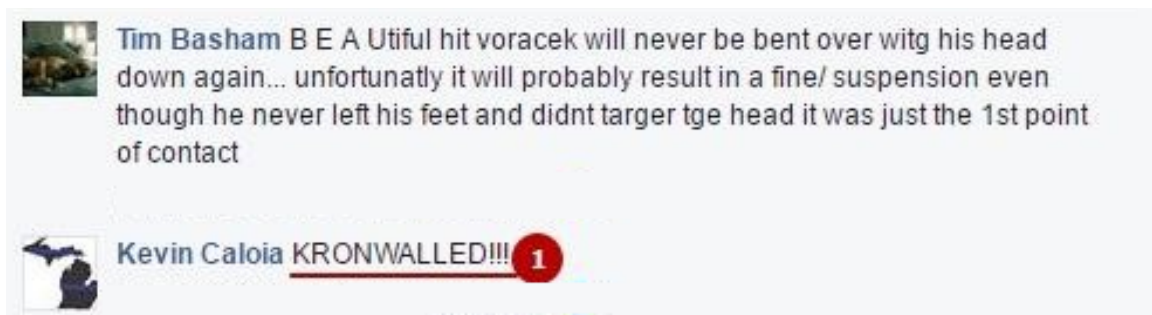


Figure 2.15 – Using the verb Kronwalled

Now this verb is used not only in relation to hockey, but also in other topics related to disputes, games, sports, competition discussions and voting.

One of the reasons for the need to briefly express their thoughts was the social network Twitter. In it, people share their emotions, news or current events, but the peculiarity of this network is that a tweet is limited to 140 characters.

Also, the vocabulary of the English language when communicating on social networks is quite free: users use profanity and jargon when communicating in the comments.

In figure 2.16 at number 1 we can see the use of the word "dude" and at number 2 the word "hell".

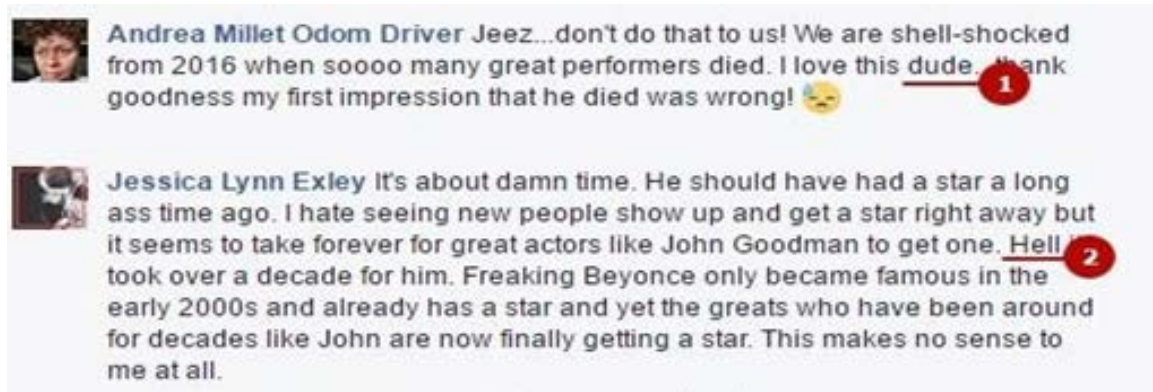


Figure 2.16 – Use of dude and hell jargon

Figure 2.17 also shows an example of common profanity that social network users do not disdain: "Now he's delusional leftist idiot to makes decent movies".



Figure 2.17 – Use of profanity

Also, many phrases have changed their semantic meaning when combined into one word. Social network users come up with new words every day or change the meaning of established words and phrases.

Lexical changes in the English language when it is used in social networks are expressed mainly in the transition of a word to other parts of speech or in the combination of a phrase into one word with a subsequent change in semantics, as well as the use of profanity and in disregard for the norms and culture of speech.

2.1.2. Syntactic properties of English on Facebook

Let us also turn to the analysis of grammatical and syntactic features of English on Facebook. In particular, we will consider English-language comments in which changes in grammar are traced at the level of morphology in virtual communication based on the Instagram social network platform.

First of all, it should be noted that the laws of morphology and grammar practically do not work and lose their significance when communicating on the Facebook. Incorrect use of prepositions, omission of an apostrophe, absence of articles, substitution of pronouns, use of inappropriate word forms, changes in the formation of comparative forms of adjectives are found in comments and posts of Facebook users very often.

As a rule, the following violations of the grammatical norms of the English language are found in the comments of users. In the process of English on Facebook, there is such a morphological feature as the incorrect formation of the plural form of a noun, but this does not prevent either the addressee or the addressee from receiving the necessary information during communication, for example:

Lol the peoples(in modern English, the noun people used in the plural form without adding the suffix -s).

Sentences expressing advice in English require the use of the singular, but comments and posts by Facebook users often omit the modal verb. Despite the absence of a modal verb, communication participants usually understand each other without difficulty, for example:

You try this later; People open their minds.

The use of the comparative form of adjectives, which differs from the usual norms of the language, is one of the most common cases of violation of the grammatical norms of the modern English language in English on Facebook. For those who learn the language, the use of the comparative form of adjectives is formed according to certain rules, so non-native speakers of English consider deviations from the rule to be a mistake and avoid it. At the same time, for native speakers and those in the field of live use of the language, these rules undergo some changes and are simplified, for example:

This is the stuff that makes me the happiest.

According to the norms of the modern English language, the highest degree of an adjective

happiest is formed synthetically with the suffix -est.

For people who are learning English, articles are a particular difficulty, while a characteristic feature of the English-speaking Facebook environment is the weakening of language norms in the process of communication, which allows communication participants not to pay attention to the use of articles, for example:

What a deep conversation.

In modern English, the noun conversation is countable, and therefore should be used in the example given with the indefinite article. Another example in which there is no article for an uncountable noun:

Finally a good news.

In modern English, the noun news is uncountable and cannot be used with an indefinite article. In addition, in order to express his opinion correctly, the speaker must give his statement the correct temporal form. As in spoken language, such a detail as the agreement of tenses is often overlooked. Because

when communicating on the Facebook, the answer usually needs to be given very quickly, the user does not have time to think about the correctness of the tenses that he uses in his message. The simplification of language in the context of tenses and the use of not all types of tense forms of the verb are reflected in this morphological feature of English on Facebook, for example:

The dogs have been bought as xmas presents then the new owners abandon them again.

In this example, the first part of the sentence is used in the Present Perfect Passive form, so the second part of the sentence must use the future tense form will abandon, because it is about something that will happen in the future. Another example of incorrect use of the tense form of the verb can be seen in the following case:

I wish she would stop kicking them.

When using conditional sentences I wish, the predicate form in modern English must be expressed by a verb in the Past Tense form. In the following example, the tense agreement rule in modern English involves the use of a verb in the Past Perfect Tense form:

When they already broke the toys you bought them.

The units that came into the focus of the study show a clear deviation from the norms of the use of prepositions in the modern English language. IN compared to other grammatical phenomena, incorrect use of prepositions is not one of the most frequent phenomena. Let us consider examples of such a deviation from the grammatical norm of the English language on the material of Facebook comments:

I need this for my birthday.

In modern English, the noun birthday requires the preposition for. How did she do this?

In this example, the use of the participle to is redundant, since the form of the question in English is as follows: how did + V.

I would wear this in the middle of July.

According to the norms of the modern English language, the preposition till before the noun the middle is missing in this example.

Wait than you can't celebrate it.

In this example, the use of the conjunction than should be replaced by the preposition then.

Speaking about the syntactic level of the language, it should be noted that the conversational nature of electronic messages is also indicated by the use of syntactic constructions of a simple sentence in the text. From the point of view of the current structure of the sentence, syntactic stylistic techniques contribute to the actualization of information (repetition) or equalization in the communicative plan of certain segments beyond phrasal unity (parallelism). Insertional constructions, or parenthetical elements, communicate additional information that the addressee is likely to request, or are used to predict the addressee's response to the message. Parallel constructions contribute to the creation "predictability of speech" and convincing rhythm [10].

The syntax common to written and spoken language undergoes certain changes that are the norm when communicating on the Facebook. In particular, the order of words in the sentence is violated, the agreement of the subject and the predicate is violated, in addition, English on Facebook is full of examples of incomplete sentences. Modern English is characterized by a strict sentence structure in which the syntactic position rather strictly fixed. The typical word

order in a sentence follows the following pattern: the subject comes first, followed by the predicate, the adverb, and the circumstance. Users of Facebook communicate as if they are not familiar with this model, this is especially clearly expressed in the structures of interrogative sentences:

What is it?

How beautiful are you?

Do you always fail at maths?

How are you getting so many likes? Remind me to show mom this.

As in all languages, agreement between the subject and the predicate is the basis of sentence construction, however, violations of this structure often occur in the process of oral communication, so-called slips of the tongue, which is quite natural for spontaneous speech. Violations consist in the use of a verb form that does not agree with the subject in number or person. When communicating on the Facebook, there is an opportunity to check what is written, but due to the speed of online communication, interlocutors rarely spend time checking their message for grammatical errors. The following sentences can serve as examples of such syntactic errors:

Kids love ice-cream;

Then he interrupted and hit you; It means a lot to me;

She looks like;

She really does look like a dragon; Suddenly everyone looks decades younger; Even the baby knows.

Communication in social networks seeks to convey information to another user in the shortest possible way, which does not take much time. As we

have already seen, in this direction there have been changes in both morphology and vocabulary. Let's take a look at how this affected the syntax changes.

The main change in syntax is the users' disregard for the strict framework of schemas when writing a sentence.

Consider this using the example of user comments that were taken from social networks.

The following example (Figure 2.18) confirms that users of social networks do not follow the syntactic rules, they are guided only by their own desires and convenience when writing: "Quit eating them when they moved the plant to Mexico".

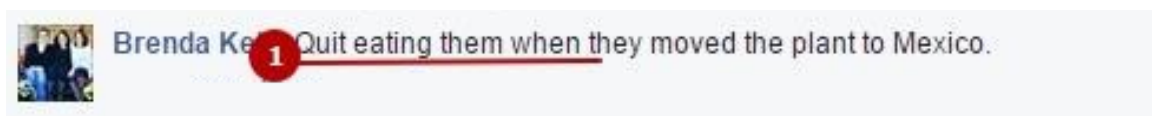


Figure 2.18 – Building an offer in social networks

It should be noted that changes of this kind also affected punctuation. In some cases, users fundamentally do not put punctuation marks, considering it a waste of their time.

Figure 2.19 shows an example of writing sentences in the comments of the social network Facebook without using punctuation marks. Consequently, the semantic component of the sentence may change depending on how the reading user arranges semantic points for himself.

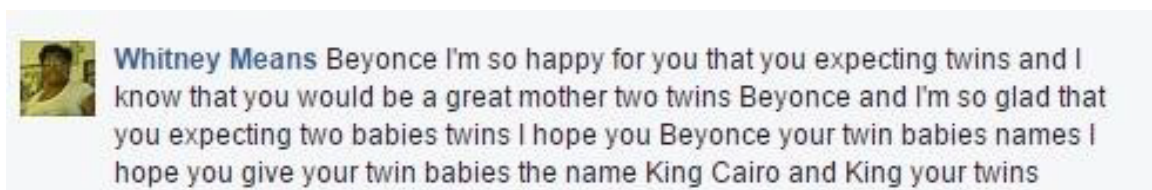


Figure 2.19 – Punctuation in social media sentences

In general, the analysis of English-language Instagram comments showed that the design of statements has its own peculiarities both in morphology and syntax.

The grammatical features of comments in social networks are reduced to the following: incorrect use of prepositions, omission of an apostrophe, absence of articles, omission of a modal verb, substitution of pronouns, use of inappropriate word forms, changes in the formation of comparative forms of adjectives, lack of agreement of tenses and incorrect formation of the plural of nouns. As for the syntactic features, violations of the order of words in the sentence and in the agreement of the subject and the predicate were found, in addition, a large number of incomplete sentences, the omission of an auxiliary verb and the absence of a predicate in the sentence are used in English on Facebook.

2.2. Non- verbal communication of English on Facebook

In the virtual space, communicators compensate for the impossibility of using paralinguistic means (tone of voice, its strength, gestures, facial expressions, etc.) with special constructions and other auxiliary means. This is facilitated by the closeness of English on Facebook with oral communication, namely its tendency towards democracy and simplification of language structures.

One of the mechanisms to compensate for the lack of a paralinguistic component of online communication is a kind of punctuation, which is not so much subject to the rules of the language as it is used to convey intonation. For example, a comma and an ellipsis can convey a slower pace of speech. When

using three dots, the number of dots associated with longer pauses may increase. A dash is often used to highlight the most important information, drawing the addressee's attention to it. The emotional content of the text, which is revealed when in oral communication, first of all, in intonation, in virtual communication it is usually conveyed by punctuation marks.

Voice pitch is usually conveyed by highlighting the text in capital letters. However, in some cases, they can also emphasize the most significant information for the addressee.

In general, methods of compensation of sound paralinguistic means are combined into a system of paralinguistic phonation means - this is a system of techniques that strengthen semantically significant information, provide some personal information about the partner at the phonetic level. Participants of network communication do not always have the opportunity to exchange voice messages in real time, which is why the use of supragraphemic paralinguistic means, that is, font variation, is a characteristic way of expressing expressiveness at the phonetic level, highlighting some elements against the background of others. At the same time, the text boundaries of this technique are rather narrow: the font selection usually covers text fragments ranging in size from one word to one paragraph.

Thus, to compensate for the timbre and emphasize a part of the utterance in virtual communication, the so-called "caps" is used (from the English "Caps Lock" - blocking the upper case of the keyboard; writing a phrase or part of it in capital letters, which is interpreted everywhere on the Facebook as raising the voice: "DO NOT TYPE IN ALL CAPS. It is equivalent to screaming at someone. Use caps for headings, titles and to EMPHASIZE certain words" [18].

To highlight individual words and expressions, in addition to writing in capital letters, asterisk (symbol *), spacing (separation of letters with spaces),

italics, bold font, use of different types and colors of fonts, and underlining are used [13], for example:

1) u always know what i want. altho it was just a simple things u do but i really appreciate it :')

2) family say he has the same smile with me i need something GOOD to happen, right now. to make me smile and stay HAPPY again.

3) The weekend was absolutely fantastic c.

4) Totally LOVE this photo!

5) How serendipitous for your friend to call at the exact _right_ moment!

6) Perfect face shape to wear a style that *in my opinion* isn't easy to wear. In this way, to strengthen the expressiveness of the utterance a repetition of the same letter is used, which can be supplemented

emoticons, for example:

1) Ooooh, now isn't he something?))))

2) Woowooooow, YES! They do look like those mad science guys.

3) yay there have an autumn foood fair!

4) anyways, it is HALOOOOOOOWEEN! hoooooo yayoh yes! summy, i loveeeeeeeee it!

5) tiramisuuuuuuuuuu! o yea i am a tiramisu lover :)

6) working 2-11 p.m. ughhhh!

Visual information (facial expressions, gestures, etc.) can be expressed both by inserting symbols, including emoticons and traditional combinations of graphic signs, and by using metatext. Today, most platforms offer communicators the opportunity to add not only emoticons, but also images, audio and video files.

However, this function is not convenient for all users, so traditional forms of compensation of paralinguistic means with the help of text remain popular, as before.

In general, paralinguistic means are used in electronic texts along with verbal ones, forming a whole. Computer technologies have expanded the functional potential of linguistic means in the virtual space, which gives the addressee freedom in choosing ways of presenting information, presenting it in the most convenient form for the addressee to understand, establishing positive virtual communication.

While some paralinguistic means act as an independent carrier of information and are self-sufficient for revealing the content of the text (for example, a picture, a photograph, a diagram), other paralinguistic means are used as aids to verbal means and introduce additional semantic expressive nuances into its content (for example, font variation, multiple repetition of punctuation marks).

By affecting the emotional state of the addressee, paralinguistic tools help to increase the communicativeness of texts of the type under study and increase the number of channels of perception through which information is transmitted to the addressee, which contributes to its more effective assimilation. There is an active involvement of the subject in the individual author's picture of the world, in his communicative space, in the system of the author's thinking and, accordingly, in the system of the perceived text. At the same time, the addressee retains the function of controlling the information decoding process, placing accents in such a way as to direct the addressee's perception and understanding of the text in a given direction.

Special attention should be paid to the study of so-called emoticons, or "smilies", which are another important graphic means of communication on the

Facebook, including those used during electronic correspondence and correspondence.

"Smilies" (from the English smile - a smile) are icons made up of punctuation marks, letters and numbers that denote any emotions. An "emoticon", if you look at it with your head turned 90 degrees, is a face made up of numbers, letters, punctuation marks and other keyboard symbols. To date, the "smiley" is probably the best way to convey feelings and emotions during virtual communication. Small funny faces that are inserted into the text eliminate the need to write long texts about your experiences - you can describe an entire event with a single "emoticon". Today, emoticons can be found in e-mail, on websites, on icons, on calendars, and on any surface where they can be drawn.

At the next stage of the historical development of mankind, graphic "emoticons" gradually lost their relevance. In their place came the written form of information transmission, which accelerated and simplified the process of transmission and perception of information. And again, after several millennia, as if "closing the cyclical historical process", use a colon, a hyphen and a parenthesis to indicate a smile in the text on the computer was proposed by the American Carnegie-Mellon University professor Scott Falman, namely on September 19, 1982. This set of symbols was officially named "emoticon", and in three decades it became an integral part of English on Facebook.

Conclusion to Part II

In the second section of the study, a comprehensive analysis of linguistic and paralinguistic features of English on Facebook is carried out.

The study of linguistic features of English on Facebook is carried out in the section at the lexical, grammatical, syntactic, orthographic levels. The study of the lexical features of Facebook broadcasting showed that many new words and stable expressions are formed at the vocabulary level in the Facebook environment. Neologisms, slang, eratives are actively used, productive methods of word formation are blending (word composition), abbreviations, abbreviations. Abbreviations used in English on Facebook are of various types - they include not only letter elements, but also numbers and other symbolic signs.

The grammatical features of comments in social networks are reduced to the following: incorrect use of prepositions, omission of an apostrophe, absence of articles, omission of a modal verb, substitution of pronouns, use of inappropriate word forms, changes in the formation of comparative forms of adjectives, lack of agreement of tenses and incorrect formation of the plural of nouns. As for the syntactic features, violations of the order of words in the sentence and in the agreement of the subject and the predicate were found, in addition, a large number of incomplete sentences, the omission of an auxiliary verb and the absence of a predicate in the sentence are used in English on Facebook.

The analysis of graphic features of Facebook broadcasting showed that users actively use punctuation, symbols, signs, different fonts, capital or small letters, common or other types of spelling of letters in words.

The chapter also draws attention to the peculiarities of the paraverbal component of English on Facebook. It is noted that non-verbal means are long time remained inaccessible to Facebook users, which made e-mail much poorer in emotions, because in the process of interactive communication, so popular these days, interlocutors do not see each other's eyes, facial expressions, or gestures - all that would contribute to adequate understanding.

The chapter examines the use of various types of "paragraphs" as compensatory means designed to make communication through e-mail and other types of mediated English on Facebook more expressive and emotional. Therefore, despite the significant and facilitated possibilities of full visualization, virtual communication maintains a kind of balance between verbal and visual, which is manifested in such a feature as interactivity.

CONCLUSION

In the course of the study, it was found that the language of electronic communication acts as a special form of existence of natural language, which is realized in specific conditions and reflects the process of interaction between oral and written forms of the modern English language.

A special role belongs to the environment in which network communication takes place: information has a special design necessary for its sending, and, accordingly, is received by the addressee in a special form. When sending his message, the addressee, who realizes a certain intention, usually clearly imagines (predicts) the required result. The interactive capabilities of e-mail and messengers or chats allow him to conduct a dialogue in a more intensive (interactive) mode than with the help of traditional letters.

Internet communication (or electronic communication) is defined in the work as verbal interaction in the global computer network Internet. The term "computer mediated communication" is also used to denote this phenomenon. Internet communication is a method of communication in which information is transmitted through Internet channels using standard protocols for information exchange and presentation. With the help of the Internet, information can be transmitted in different ways. For example: voice messages, video messages, various documents, instant messaging, sending various files, etc.

The study of the linguistic features of English on Facebook showed that it has such linguistic features as active word formation processes; use of abbreviations, digital and letter homophones in order to save linguistic means, frequent use of imperative forms; active use of acronyms, neologisms, computer

terminology, types of slang; the use of oral and conversational elements in the electronic form of communication; agrammatism; erratic writing.

At the vocabulary level, many new words and stable expressions are formed in the Facebook environment. Neologisms, slang, eratives are actively used, productive methods of word formation are blending (word composition), abbreviations, abbreviations. Abbreviations used in English on Facebook are of various types - they include not only letter elements, but also numbers and other symbolic signs.

The grammatical features of comments in social networks are reduced to the following: incorrect use of prepositions, omission of an apostrophe, absence of articles, omission of a modal verb, substitution of pronouns, use of inappropriate word forms, changes in the formation of comparative forms of adjectives, lack of agreement of tenses and incorrect formation of the plural of nouns. As for the syntactic features, violations of the order of words in the sentence and in the agreement of the subject and the predicate were found, in addition, a large number of incomplete sentences, the omission of an auxiliary verb and the absence of a predicate in the sentence are used in English on Facebook.

The analysis of graphic features of Facebook broadcasting showed that users actively use punctuation, symbols, signs, different fonts, capital or small letters, common or other types of spelling of letters in words.

Paralinguistic (non-verbal) means of English on Facebook include iconic means; topographic means and text architecture; syngaphemic, graphic, supragaphemic means. Among the paraverbal characteristics of English on Facebook is its creolization, which consists in the inclusion of images, photos, various fonts, colors, graphic symbols, etc. in network texts. The use of emoticons

or "smilies" in English on Facebook is of particular importance. Paralinguistic means are used in electronic texts along with verbal texts, forming a single whole.

The work also analyzes methodological aspects of teaching students the peculiarities of English on Facebook, taking into account linguistic and paralinguistic components. It has been found that the use of Internet resources in the learning process facilitates the formation of foreign language competences, encourages students to learn the language as a real means of communication, and not just an academic subject, increases the level of activity and creativity of students, their confidence in their own capabilities, forms the ability to independently develop strategies to solve educational and practical tasks.

Perspectives for further research can be provided by the analysis of linguistic and ordered features of various genres of English on Facebook, i.e. comments, posts on social networks, electronic official and unofficial letters, messages in chat rooms, etc.

The goal of the work, which consisted in the research and analysis of linguistic and paralinguistic aspects of English on Facebook, was achieved on the basis that the assigned tasks were completed in full.

SUMMARY

The bachelor paper considers the characteristics of the main communication means and the specifics of the of English on Facebook.

Social media have become an integral part of interpersonal and business communication, and the conceptual and terminological framework of network communication keeps enriching the language with new words and concepts. The Internet-communication is a type of social interaction characterized by computer and mobile systems usage and the freedom of speech. Over the past ten years, the Internet-communication rate in the modern daily communication has significantly increased. First of all, the popularity of the latest technologies that made the virtual environment available caused the increase in the number of users. Thus, now the Internet-communication is one of the essential aspects of modern life which has become inevitable since refusing of the Internet, at a minimum, can lead to a lesser degree of awareness since the informative function on the Internet is shown the most distinctly.

From the linguistic perspective, the social media communication as a relatively new form of communication is still under investigation given that it is an extremely dynamic phenomenon of language itself. However, the permanently growing interest in new forms of communication, and in the Internet-communication in particular, makes it an object of interdisciplinary study that implies the investigation from different points of view and in various aspects. The study of English on Facebook within the communicative and pragmatic aspects is valid because of the lack of non-verbal components of communication defined by the failure to observe the real emotions of an interlocutor, and hence, the highest probability of message misinterpretation.

Topicality of this study is due to the fact that, despite the large amount

of literature investigating Internet communication, scientific works studying it from the point of view of phonetics, grammar and vocabulary are limited. The relevance also lies in the fact that the Internet is increasingly entering our lives not only as a means of work or study, but also as a means of communication.

The need to pay attention to the specifics of Internet communication is largely due to the novelty and rapid development of Internet communication, by the rapid development of social networks in it, the features of communication in which have not yet been described in sufficient detail and accuracy.

The **object** of this study favors the English on Facebook.

The **subject** of this study is the English language functioning features on social network Facebook.

The **purpose** of the research is the study of the language features on Facebook.

To achieve the purpose of the research, the following **objectives** were set:

- 7) to define the concept of communication in linguistics;
- 8) to consider the internet communication as a means of interaction;
- 9) to study the specificity of hypertext;
- 10) to consider the Facebook as a social network;
- 11) to analyse the verbal communication on Facebook;
- 12) to analyse the non-verbal communication on Facebook.

The **theoretical basis** of this study is the scientific works in the field of linguistics, psychology, culture and information technology related to the topic under consideration.

Various linguistic research **methods** were used in the research process. For example, a descriptive method, for describing and analysing the elements and parts of a working "language mechanism".

The study of the linguistic features of English on Facebook showed that it has such linguistic features as active word formation processes; use of abbreviations, digital and letter homophones in order to save linguistic means, frequent use of imperative forms; active use of acronyms, neologisms, computer terminology, types of slang; the use of oral and conversational elements in the electronic form of communication; agrammatism; erratic writing.

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Perspectives for further research can be provided by the analysis of linguistic and ordered features of various genres of English on Facebook, i.e. comments, posts on social networks, electronic official and unofficial letters, messages in chat rooms, etc.

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