TEXTS OF SOCIAL SETS AS AN OBJECT OF LINGUISTICS

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Abstract: As computer technologies advance, various forms of electronic text have become increasingly popular in daily life. The rise of the internet has transformed communication methods, establishing itself as a primary tool for human interaction and information exchange. From its early roots in the 1800s with telegraph operators using Morse code to the military networks of the 1960s, the internet has evolved into a global communication hub. The emergence of social networks and digital messaging platforms has significantly influenced linguistic norms, leading to new communication styles and structures. This paper explores the historical development of virtual communication, the influence of social networks on linguistic practices, and the unique characteristics of online discourse.

Keywords: Virtual communication, internet language, social networks, digital discourse, online interaction, computer-mediated communication, linguistic evolution

Introduction

With the rapid advancement of computer technologies, various forms of electronic text have become integral to daily life. Communication methods have evolved significantly due to technological progress, with the internet becoming one of the primary mediums for human interaction and information dissemination. The internet, defined as a network of interconnected computer systems that communicate through standardized protocols, has revolutionized global communication.

Historical Development of Internet Communication

The origins of internet-based communication can be traced back to the 1800s when telegraph operators used Morse code to send long-distance messages. The concept of electronic messaging further evolved in the 1960s when military organizations utilized experimental networks for secure communication. By the 1970s, the first email message was sent, marking a milestone in digital correspondence. The academic community quickly recognized the potential of electronic mail, leading to the development of early internet-based interaction systems.

In the early 1990s, Tim Berners-Lee introduced the World Wide Web, enabling easier communication between computers. The internet's expansion in the 1990s led to the creation of chat rooms, blogs, and online forums, fostering extensive research on virtual communication and its impact on language. As personal computers became more accessible, digital communication rapidly spread, altering traditional modes of interaction.

The Influence of Social Media on Virtual Communication

The advent of social media platforms such as Facebook and Twitter in the early 2000s brought new stylistic possibilities to digital communication. These platforms combined elements of written and spoken language, creating a hybrid form of interaction. By the 2010s, non-verbal elements such as emojis, GIFs, and memes became integral to online conversations, enhancing emotional expression and visual communication.

Result and discussion

Social networks have introduced new linguistic phenomena, including abbreviations, informal spelling variations, and unconventional punctuation usage. Scholars have observed that online discourse often deviates from traditional literary norms, blending characteristics of oral and written communication. As a result, linguistic norms have adapted to the fast-paced, text-based nature of digital conversations.

Linguistic Features of Internet Communication

Several distinctive linguistic features characterize internet-based communication:

Anonymity: Unlike face-to-face interactions, digital communication allows users to maintain anonymity, leading to informal and unrestricted language use.

Asynchronicity: Online conversations do not always follow a linear sequence, as participants can respond at different times, creating fragmented discourse structures.

Expressive Punctuation: The use of repeated exclamation marks, capitalization, and unconventional punctuation serves to emphasize emotions and intonation.

Multimodal Interaction: Social media platforms incorporate text, images, and multimedia elements, influencing linguistic expression.

Informality: Online messages often lack grammatical structure, favoring efficiency over adherence to formal rules. The changes in language within social network texts, or "social sets," are significant and reflect the evolving nature of digital communication. The informal, rapid, and diverse nature of interactions in social media environments has led to several linguistic shifts. Here's a more detailed breakdown of these changes:

Abbreviations and Acronyms

With the fast-paced nature of online communication, users often shorten words to save time and space. Common examples include acronyms like "LOL" (Laughing Out Loud), "BRB" (Be Right Back), and "TMI" (Too Much Information). These abbreviations have become standard forms in social media conversations and are a direct reflection of the brevity needed for fast interactions.

Non-verbal Communication

A key feature of social sets texts is the introduction of non-verbal elements, such as emojis, GIFs, and memes. These elements are used to convey emotions, tone, and context that would otherwise be hard to communicate through text alone. For example, the use of a laughing emoji can convey amusement, while a meme might express sarcasm or humor in a more engaging, contextual way than words alone.

Code-Switching and Multilingualism

Social network communication often involves code-switching (shifting between languages) and the use of multilingual expressions. Many social media platforms host users from various linguistic backgrounds, so communication may involve mixing languages or using a variety of expressions from different linguistic traditions. This multilingual code-switching enriches the interaction and reflects global communication trends.

Changes in Grammar and Syntax

Sentence Fragments: In social sets texts, users often deviate from traditional sentence structures. Rather than following standard grammar rules, people use sentence fragments that may be incomplete yet still understandable in context. For instance, "Got it!" or "On it!" is often used instead of full sentences like "I understand" or "I am working on it."

Contractions and Informal Usage: Contractions, abbreviations, and informal language are frequent, leading to an overall more casual tone. For example, "wanna" (want to), "gonna" (going to), and "y'all" (you all) are regularly used.

Play with Punctuation: People often use excessive punctuation or unconventional symbols (e.g., multiple exclamation points or question marks) to express excitement or emphasis. For example, "This is amazing!!!!" or "Why are you doing this???!!" shows an emotional intensity that written language alone can't fully convey.

Social sets texts introduce new vocabulary or redefine existing words. For example, the word "selfie" (a self-taken photo) or "vlog" (video blog) are products of the digital era. These terms have become so widespread that they have been included in dictionaries.

Hashtags (#): Hashtags have become a major linguistic tool in social media communication. By using the hash symbol (#) in front of keywords, users can easily group messages and facilitate content searches, adding a new layer to digital discourse.

Memes and Catchphrases: Certain phrases or words gain popularity rapidly due to viral content. For example, "YOLO" (You Only Live Once) or "FOMO" (Fear of Missing Out) have spread across digital communication as part of a shared social understanding.

6. Paralinguistic Features

Social sets texts often rely on paralinguistic features, which would traditionally be expressed through tone, pitch, or body language in face-to-face interactions. For instance, the use of capitalization can mimic shouting, such as "I CAN'T BELIEVE THIS!" Similarly, repetition of letters (like "sooo happy!!!!") or excessive punctuation ("!!!!") helps convey the speaker's emotional tone.

The informal nature of social sets texts leads to the breakdown of traditional writing norms:

Ellipses: The use of ellipses "..." in social media texts can indicate a pause, continuation of thought, or a sense of uncertainty, leaving meaning open to interpretation.

Immediacy and Informalities: There is often little attention to traditional spelling or punctuation norms. People may use slang or incorrect spelling on purpose for style (e.g., "thx" for "thanks"), further emphasizing the casual nature of digital communication.

Visual and Textual Fusion

Images and Text Fusion: Modern social networks allow for the merging of visual and textual communication. A user might combine a picture with a caption, thereby shifting the discourse towards a multimodal experience. This blending is a significant departure from traditional, purely textual communication.

Interactivity and Dialogue

In social sets texts, users don't just engage in one-way communication; instead, there is a highly interactive dialogue. Comments, likes, shares, and replies form a conversational web, changing the static nature of traditional text and evolving into a dynamic exchange. This interactivity fosters an ongoing, participatory form of discourse.

Impact on Traditional Linguistic Norms

The widespread adoption of these new linguistic features is gradually influencing formal writing as well. For example, in certain contexts, digital language has begun appearing in academic papers, marketing materials, and even news articles. Some might argue that this shift is leading to a hybridization of written and spoken language in professional and academic settings.

Challenges in Processing Online Texts

Due to their unstructured nature, online texts pose challenges for linguistic analysis and natural language processing (NLP). Real-time text production results in typographical errors, jargon, and inconsistencies in formatting. The informal nature of online discourse complicates traditional text-processing methodologies, necessitating the development of specialized NLP tools for analyzing digital communication.

Conclusion

The evolution of virtual communication has transformed linguistic conventions, introducing new modes of interaction and expression. Social media and digital platforms have reshaped written communication, incorporating features of spoken language while enabling innovative forms of textual expression. As internet communication continues to evolve, further research is needed to understand its impact on linguistic structures and social interactions. The language in social sets texts is constantly evolving, driven by the need for efficiency, emotional expression, and rapid interaction. Linguists studying these changes focus on how social media communication reflects, shapes, and alters social

and linguistic norms, offering a fascinating view into the relationship between language and technology.

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