

FUNCTIONAL AND STYLISTIC PROPERTIES OF INTERNET DISCOURSE AS A LINGUISTIC MEDIUM

Ahmadova Aziza Asqad qizi

Master's degree student Foreign Language and a Social Sciences,
Asia Internatsional Universitety, Uzbekistan.

E-mail: ahmadovaaziza1018@gmail.com

<https://doi.org/10.5281/zenodo.19799516>

Abstract. *Internet discourse is one of the most powerful media in modern linguistic communication, which revolutionizes classical views on language usage, organization, and interaction. The current paper examines the functional and stylistic characteristics of internet discourse from the linguistic perspective. Attention is drawn to the impact of modern internet communication tools on linguistic behavior, pragmatic methods, and stylistic diversity. The findings show that internet discourse possesses such distinctive qualities as interactivity, multimodalism, linguistic economy, emotional expressiveness, and stylistic variability. They differentiate internet discourse from classical written and oral discourses, turning it into a unique and dynamically developing linguistic entity.*

Keywords: *internet discourse, internet communication, linguistics, stylistics, pragmatics, multimodality.*

INTRODUCTION

The accelerated development of digital technologies in the last couple of decades has led to a complete revolution of human communication systems in general, leading to the emergence of a whole new linguistic environment known as internet discourse. Internet discourse has become a crucial factor in current interactions between people, impacting not just communication but language as well. Internet discourse is unlike previous modes of communication because it is free from all the restrictions of time and place that used to be present in traditional modes of communicating.

The phenomenon of internet discourse should be viewed as a complicated process characterized by integration of elements typical of spoken and written language communication at the same time as it forms an independent system of communication. Internet discourse appears in many online media channels, namely, social networking sites, blogs, forums, instant messengers, online news agencies, collaborative websites, etc., all of which use their own communicative strategies while relying on the principles of immediacy and digital mediation.

Among the distinctive traits of internet discourse, one should mention its hybrid character.

It erases traditional boundaries between oral and written language communication as it combines both written and spoken language features. While preserving such aspects of written language as orthography and text structure, internet discourse displays such specificities of oral communication as spontaneous, informal, and expressive character.

The next important feature is rapidity and availability of communication. The instantaneity offered by digital communication makes it possible to interact irrespective of the distance between communicants. The rapid communication creates an incentive for linguistic economy and abbreviation, but the meaning is not lost; it is reconstructed by common sense.

The other important characteristic of online communication is its interactive nature.

Unlike conventional written texts, online communication can be characterized as dialogic.

The user becomes an active participant in making meaning through the comments, responses, likes, and retweets. Such interactivity strongly affects pragmatics as language is constantly being adjusted.

Multimodality is another distinguishing characteristic. Online discourse involves not only text but also emojis, pictures, videos, hashtags, and other semiotic devices. They add additional meanings such as emotional, contextual, and interpretative to textual material, which results in creation of sense not only linguistically but visually and symbolically as well.

In terms of sociolinguistics, online discourse represents the cultural and technological shift at the global level. This is the sphere of linguistic creativity where constantly new words, phrases, memes, styles are formed. The dynamics of this process show how quickly and dynamically contemporary languages evolve.

This research is focused on the examination of the functionality and style features of internet discourse in order to reveal the impact of digital context on the linguistic behavior of humans. It is important to stress that the purpose of this study is also to prove that internet discourse is an innovative development of language rather than its abnormality.

METHODOLOGY

The study involves qualitative linguistic and discourse analysis. This research employs actual examples of digital communication gathered from social networking sites, discussion forums, and instant messaging services.

The research methodology will involve the following procedures: Descriptive analysis of digital discourse;

Pragmatic analysis of communicative purposes; Stylistic analysis of language differences;

Comparative analysis of offline vs. online discourse.

The data will consist of informal dialogues, public postings, and digital dialogue in semi-formal contexts. Particular emphasis will be placed on the analysis of multimodal features, which have an essential function in constructing meanings.

RESULTS

3.1 Functional Characteristics of Internet

Communication Communicative Efficiency:

Internet communication is based on economy and quickness. People tend to skip many grammar elements while using contextual meaning to convey their message efficiently.

Interactivity:

Communication is dialogical, involving interaction and constant responses from users.

Multimodality:

Communication involves many semiotic modes used to construct meanings. It provides an effective means of expressing thoughts.

Contextuality:

A lot of reliance is put on the context of communication.

3.2 Stylistic Characteristics of Internet Communication

Informality:

Digital communication often involves the use of slang words and colloquial grammar.

Emotional Intensity:

Capital letters, unconventional punctuation, and emojis are used to express emotions and attitudes.

Hybridity:

Internet communication includes both writing and speech styles. Innovation:

Internet communication provides a fertile ground for linguistic innovation.

DISCUSSION

These findings indicate that internet discourse is a specific linguistic phenomenon influenced by technological and social circumstances. Functionally, the discourse prioritizes such aspects as efficiency, interactivity, and multimodality; stylistically, it is characterized by informality, expressiveness, and creativity.

The mixed character of internet discourse poses difficulties for linguistic classification, as it complicates the differentiation between spoken and written language. It calls for the development of new theoretical tools in linguistics. In addition, the importance of multimodality broadens the range of linguistic meaning making.

Internet discourse also incorporates social and cultural changes. It allows for globalized communication but retains one's individuality in terms of the language used. Simultaneously, it promotes swift language change through innovations in the digital environment.

Internet discourse does not deteriorate language but proves its flexibility. The language adapts to the new environment for communication, and the digital medium facilitates the process.

CONCLUSION

Internet discourse marks a crucial paradigm shift in modern communicative practices. It is a hybrid, interactive, and multimodal language tool representing the dynamic nature of language change in the digital era. Its functional and stylistic features, including efficiency, interactivity, contextuality, and informal tone, emotional expressiveness, and creativity, set internet discourse apart from other linguistic phenomena.

The study clearly shows that internet discourse cannot be considered to be a simplified version of language; rather, it is a sophisticated and constantly evolving system. Future studies must investigate the differences in discourse across cultures, the effects of artificial intelligence on internet communication, and the evolutionary history of internet language use.

REFERENCES

1. Crystal, D. (2006). *Language and the Internet*. Cambridge University Press.
2. Herring, S. C. (2012). *Discourse in Web 2.0*. *Journal of Pragmatics*.
3. Baron, N. S. (2008). *Always On: Language in an Online and Mobile World*. Oxford University Press.
4. Androutsopoulos, J. (2014). *Computer-Mediated Communication and Linguistic Landscapes*.
5. Yus, F. (2011). *Cyberpragmatics: Internet-Mediated Communication in Context*.
6. Tagg, C. (2015). *Exploring Digital Discourse*. Routledge.
7. Georgakopoulou, A. (2017). *Small Stories Research and Social Media*.
8. Thurlow, C., Lengel, L., & Tomic, A. (2004). *Computer Mediated Communication*.
9. Zappavigna, M. (2015). *Searchable Talk: Hashtags and Social Media*