

UDC 316.772.5

<https://doi.org/10.33619/2414-2948/90/81>

## THE SPECIFICS OF COMMUNICATION ON THE INTERNET

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## СПЕЦИФИКА ОБЩЕНИЯ В ИНТЕРНЕТЕ

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*Abstract.* This article examines the problems of modern communication on the Internet social networks, the impact of such communication on society as a whole, its development. One of the main forms of modern communication culture is communication via the Internet. Social networks, blogs, and chats have now almost completely replaced live communication. The Internet gives modern man freedom and restricts it at the same time. Virtual communication is carried out only at the lexical, morphological and syntactic level. But at the same time, the level itself has become so primitive, the monotony of vocabulary and morphological forms with such rich possibilities of our language is no longer surprising, but frightening. As for the syntax, there is a complete lack of respect for the language. And all this has a bad effect on the ecology of the language.

*Аннотация.* Рассматриваются проблемы современного общения в социальных сетях Интернета, влияние такого общения на общество в целом, его развитие. Одной из основных форм современной коммуникативной культуры является общение через Интернет. Социальные сети, блоги и чаты сейчас почти полностью заменили живое общение. Интернет дает современному человеку свободу и в то же время ограничивает его. Виртуальное общение осуществляется только на лексическом, морфологическом и синтаксическом уровне. Но в то же время сам уровень стал настолько примитивным, что однообразие лексики и морфологических форм при таких богатых возможностях нашего языка уже не удивляет, а пугает. Что касается синтаксиса, то здесь наблюдается полное отсутствие уважения к языку. И все это плохо сказывается на экологии языка.

*Keywords:* Internet, globalization, informatization, technology, social network, reality, virtual form of communication

*Ключевые слова:* интернет, глобализация, информатизация, технология, социальная сеть, реальность, виртуальная форма общения.

The last decades of the twentieth century are marked by processes that have significantly transformed the modern socio-cultural reality. The development of mass communication media and the full-scale introduction of new information technologies has led to the fact that people's interaction in modern society is increasingly becoming virtual. As a result of intensive informatization and globalization of social and cultural processes, it became possible to create a new social space called virtual reality.

At the beginning of the new millennium, a significant transformation of social reality is taking place due to the active penetration of new information technologies into social processes, the emergence of prerequisites for the formation of an information society in the world that is inextricably linked with the processes of globalization. Thanks to new information technologies, the human capabilities of modern society have expanded many times. Nevertheless, global socio-economic and political changes have led to a deep crisis in the sphere of spiritual life, culture, education, there is a threat of loss of cultural national identity by the peoples of the world, including in Kyrgyzstan.

The whole planet is entangled with Internet networks, any information can be distributed through information sites, social networks. The inhabitants of the planet mainly communicate in several languages (English, Chinese, German, French, Russian), and the rest of the languages are on the verge of extinction. In the age of globalization, people become similar to each other, national customs, traditions and cultures are forgotten [1].

When educating young people as true citizens of their people, naturally, there is a need for the ability to instill in them the identity of each nation. It is indisputable for the population that the growing up of a selfless person is a deep assimilation of the history, traditions, customs of his people, his national identity, language, dialects and the experience of great personalities who lived in the past centuries [2]. In the era of globalization, young people do not appreciate the values of national cultures. It is an indisputable fact that the Internet today is the most colossal source of information that mankind has ever known. But its capabilities, such as efficiency, speed and accessibility of communication between users over long and close distances, allow using the Internet not only as a tool of cognition, but also as a means of communication. The reasons for using the Internet as a means of communication can be:

Insufficient saturation of communication in real contacts. In such cases, users quickly lose interest in Internet communication if there are opportunities to meet the corresponding needs in real life [3].

The possibility of realizing personality qualities, playing roles, experiencing emotions that are impossible in real life for one reason or another. Such a possibility is due to the above-mentioned features of communication via the network — anonymity, non-rigid normativity, the uniqueness of the process of human perception by a person. The desire to experience certain emotions probably explains the desire for emotional content of the text.

Today, in fact, a new form of language interaction has emerged — written colloquial speech. The languages of the world exist on the Internet mainly in written form, but in the conditions of interactive network communication, the pace of speech is close to its oral variety. The inhabitants of chat rooms are almost completely devoid of auxiliary (paralinguistic) means: the timbre of speech, the accentuation of a part of the utterance, emotional coloring, the timbre of the voice, its strength, diction, gestures and facial expressions. Hence, the reliability of speech communication becomes

extremely low, because, according to psychologists, with ordinary communication in the act of communication, nonverbal communication determines up to 55% of the result.

Such a global shortage could not but be compensated in a certain way, so chat communication is still not complete without physicality. First of all, the "emotional deficit" was compensated in a certain way by introducing surrogate, partially typed emotional reactions into virtual communication — "emoticons" (from the English "smile" — "smile"), which have become extremely widespread. However, it is still a surrogate of emotional reactions. Attempts have been made repeatedly to assign and assign the designation of certain emotional states to certain emoticons, but all of them were unsuccessful. In fact, today emoticons only inform about the emotionally colored attitude of the author to the text, simply conveying the direction and degree of his emotions (and the type of smiley does not matter). As we can see, the emotional palette is very poor.

In addition to "emoticons", the so-called "caps" (from the English "capslock" — blocking the upper case of the keyboard; writing a phrase or part of it in capital letters) is used to compensate for the timbre and accentuation of part of the utterance in virtual communication, which is interpreted everywhere on the Web as raising the voice. The insufficiency or impossibility of transmitting color, sound, and movement on the Internet is replaced by verbal and symbolic analogues — a large number of exclamation marks, "traditionally Kyrgyz vocabulary" (most often transmitted in Latin), and means from other speech genres. A new world and a new lifestyle in this world also require new language means of communication or transformation of the old ones. The slang developed by Internet users turns into common vocabulary, the revival of the epistolary genre in the form of electronic correspondence also has its own linguistic specifics, the gaming conditions of the virtual space contribute to the approximation of communication to the game, which at the language level is manifested in the attraction to the manner of oral colloquial speech on the most serious site. It is quite possible that we are talking about the formation of a new style in the Kyrgyz language — the style of Internet communication - which is not only a specific feature of the Internet community, but also seriously affects the speech behavior of society as a whole. Language becomes not only a means of communication, but also a means of creating virtual reality, since artificial programming languages are only a technological means by which the Internet works, and the natural languages of the user audience turn out to be the true language of the virtual community.

Like any large-scale social phenomenon, the Internet carries not only benefits for society, but also a serious threat to its existence and development in the event of uncontrolled or negatively directed use of its capabilities. With the advent of global telecommunication networks, sociology has expanded the subject area for studying the behavior of people and groups in a new social environment. The current state of communication in social networks is characterized by the fact that Internet culture is considered by researchers from various positions that do not always agree with each other, since not in all cases Internet communication is approached as an extremely complex socio-cultural phenomenon, the core of which is the processes of intellectualization, the development of the cultural and spiritual sphere of society, based on a new scientific, technical and technological basis [4].

Virtual communication is carried out only at the lexical, morphological and syntactic level. But at the same time, the level itself has become so primitive, the monotony of vocabulary and morphological forms with such rich possibilities of our language is no longer surprising, but frightening [5, 6].

As for the syntax, there is a complete lack of respect for the language. It seems that the interlocutors listen only to themselves. But the native language is the soul of the nation, its primary

and most obvious sign. In the language and through the language, such important features and traits as national psychology, the character of the people, their way of thinking, the original uniqueness of artistic creativity, moral state and spirituality are revealed [7].

But judging by the set of words used in Internet communication, we can draw a rather unpleasant conclusion: the vocabulary of many young people has become primitive. But after some time, it is this stratum of the population that will determine our society and it will be judged by them what kind of society it is, and in general, the state. If a person has a correct and good speech, he reaches the highest level of speech culture. This means that he not only does not make mistakes, but also knows how to build statements in the best way in accordance with the purpose of communication, to select the most appropriate words and constructions in each case, taking into account who and under what circumstances he is addressing. This means that he has one of the strongest tools ever created by man: an instrument of influencing human consciousness, while another person who does not speak the language in accordance with its normativity and significance, who does not know how to use all the riches of the language, becomes spiritually poorer. He is not able to convince or lead, because the primitivism of language speaks about the primitivism of thinking. Such a person is easy to convince, to lead, to make a puppet. Won't this lead to the division of society into higher and lower: capable of persuading, and therefore subjugating, and those who are only able to obey and fulfill someone else's will. We should not forget that if the word is the "clothes" of thought, then the voice is the "clothes" of our speech. Each communication situation needs its own "rhythms and sounds of voice". The live sound of the voice is trustworthy, carries the persuasive power of the speaker. The word can be the strongest weapon not only in the hands of those who know how to use it, because the possibilities of language are limitless. We cannot get away from virtual communication, therefore, when communicating online, everyone should remember that communication takes place with the help of a word that has both destructive and creative power.

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*Работа поступила  
в редакцию 30.03.2023 г.*

*Принята к публикации  
07.04.2023 г.*

*Ссылка для цитирования:*

Sharabidin kyzy E., Mamarasul kyzy M., Aibasheva U., Dzhaliyeva N. The Specifics of Communication on the Internet // Бюллетень науки и практики. 2023. Т. 9. №5. С. 600-604. <https://doi.org/10.33619/2414-2948/90/81>

*Cite as (APA):*

Sharabidin kyzy, E., Mamarasul kyzy, M., Aibasheva, U. & Dzhaliyeva, N. (2023). The Specifics of Communication on the Internet. *Bulletin of Science and Practice*, 9(5), 600-604. <https://doi.org/10.33619/2414-2948/90/81>