


Communication Forms on Social Networks: A Linguistic Analysis of Internet Language

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Received: 05 December 2024 Accepted: 09 January 2025 Published: 11 February 2025

ABSTRACT

In this thesis, several issues are considered, such as linguistic analysis of the language of social network communication, various methods of analysis, including qualitative and quantitative content analysis, sentiment analysis, topic modeling, and discussion of network analysis. These considerations help journalism researchers understand how language is used, how public opinion is shaped, and how people interact.

Keywords: Social network, user, online communication, linguistic analysis.

INTRODUCTION

In the digital age, social networks have become an integral part of people's lives, changing their forms of communication, attitudes, and habits in language use (Yasemin Durmuş, 2023). The rapid development of social media platforms has revolutionized how people interact and communicate, fundamentally altering the landscape of human relations. Audiences began regularly using these platforms in their daily lives, primarily as sources of information, entertainment content, and personal communication (Tucker, J. & et al., 2018). The influence of social networks on social communication and personal behavior, especially cases of non-compliance with ethical norms in issues of bias, dissemination of false information, and hate speech (Castaño-Pulgarín, S.A. & et. al., 2021) as become a pressing problem in the scientific community.

Various social media platforms have been introduced to the world's population, and their competition differs radically by region. For example, platforms such as Facebook, Twitter, Instagram, Telegram, and WhatsApp have allowed users to express their opinions, feelings, and views (Guntur Arie Wibowo and et. al., 2023).

Studying the linguistic dynamics of social media language is crucial for understanding contemporary social relations. This scientific article aims to contribute to the field of linguistics and social media studies by analyzing the significance and consequences of language use in social media contexts and examining the nuances of modern forms of communication (Milkova A., 2021).

According to some researchers (Fedotov, A. and et. al., 2020) online communication is the most common type of communication in today's globalized world. The language of social network communication is viewed as a technology that serves its purposes and has its means of exchange. Furthermore, online communication encompasses various discursive experiences, specific approaches, and communication formats (Miftakhova, A. and et. al., 2020). Today, there are various discussions about virtual linguistic personality (Galyna Shkola and et. al., 2022). However, studying the linguistic features of Internet language is extremely important, and it is an increasingly interesting topic for researchers.

METHOD

Qualified content analysis identifies themes, tone, and forms of communication in texts and messages.

When analyzing quantitative data, statistical methods are used to study large volumes of text data, including frequency analysis of words and phrases.

Sentiment analysis is used to automatically determine the emotional tone of a text using learning algorithms of devices operating in an artificial intelligence system.

Topic modeling uses Latent Dirichlet Allocation (LDA) algorithms to uncover hidden text themes.

Network analysis examines relationships between users based on their forms of communication.

Language style analysis studies the linguistic features of different user groups, including jargon and emojis.

Natural Language Processing (NLP) methods analyze large datasets and improve language comprehension on social networks.

RESULTS AND DISCUSSION

Main features of Internet language

The main feature of Internet language is its comprehensive linguistic nature. In this respect, it embodies both oral and written forms of communication. In particular, the main features of social network language include:

- 1) proximity to spoken language;
- 2) expressiveness;
- 3) poly code (multi-code) nature;
- 4) coarsening and simplification of speech and multilingualism.

According to recent studies (Guess, A.M. & et al., 2023), (González-Bailón, S. & et al., 2023), network users often select information that aligns with their views, ignore information that differs from generally accepted opinions, and form like-minded communities that influence the formation of their beliefs and communication methods. The vocabulary and lexicon used in user-generated content

play a significant role in these processes. By analyzing the linguistic features of this content, we can better understand the social dynamics at play. For instance, the use of certain words or phrases can signal alignment with a particular viewpoint or community (Greaves, F. & et al., 2013). Moreover, studying lexical diversity based on empirical data and large text corpora provides valuable information about the social complexities of communication in the digital environment (Perc, M., 2012). Measuring vocabulary has become a significant challenge beyond pure linguistics and communicative-discursive domains. This is especially evident in psychocognitive areas such as reading comprehension and information processing.

Although previous studies have thoroughly examined the impact of vocabulary size on academic education, identifying significant individual differences and establishing the crucial role of lexical knowledge in educational contexts (Milton, J. & Treffers-Daller, J., 2013), there is still a gap in understanding how this process adapts to the digital age. The development of artificial intelligence has raised concerns that internet language may disrupt traditional written practices of linguistics and forms of personal communication worldwide (Hohenstein, J. & et. al., 2023). However, despite extensive discussion, a systematic and measurable interpretation of language complexity still requires urgent improvement. Current research often focuses on individual elements of complexity without providing a holistic picture, making it challenging to develop a unified concept and theoretical foundation. The definition of complexity, even within the framework of linguistic analysis, often remains ambiguous. The role of quantitative measures in assessing complexity has not been fully explored, and only a limited number of studies consider this approach (Ehret, K., 2023).

Colloquialism

“Colloquialism” refers to the inclusion of colloquial words in the literary lexicon (Викисловарь, 2019). Although social networks primarily use written language, users often employ language elements characteristic of spoken communication. The main reason for colloquialism in internet language is related to the spontaneity of speech. That is, users communicate through networks as they speak in a conversational style. For example, on the social network Facebook, a user with the pseudonym Asmira Asmira posts an image with the lines “Whoever talks a lot with a wife, he swallows a lot of sorrow and grief” along with her comments and thoughts (Asmira, A., 2025). In the

comments left by users in response to the post, we can observe elements of colloquialism specific to internet

language, such as the use of emojis, abbreviations, and informal language:



Figure 1. A manifestation of colloquialism in users' comments on the social network Facebook.

As can be seen from Figure 1 here, the user with the pseudonym Asilya Yusuf-Zade began her comment with the word “Vey.” However, in the Uzbek language, there is no form of address as “vey.” According to literary language norms, it is written as “voy.” In spoken language, it can be expressed as “vey.” Alternatively, a user named Guli Khan uses a word characteristic of colloquial speech in the form “...qabri deppan.” This word is written as “qabri depman.” From this, it can be seen that the peculiarity of colloquialism is the active use of words characteristic of oral speech, the predominance of vocabulary corresponding to the tone of speech, and the abundance of structures that adhere to language economy (abbreviations, incomplete sentences, etc.). Colloquialism is common in chat and forum conversations, blog posts, friendly letters and comments, and status updates on social networks. However, it rarely occurs in official business and educational messages, as well as on the pages of celebrities (Kurmanbekova Z. & et. al., 2023).

The implications of this colloquialism in online communication are significant, as it influences the tone, formality, and effectiveness of the message.

Communication on social networks differs from spoken language and written speech (Hilte, L., & et. all. , 2020). The Uzbek literary language is expressed in oral and written speech. Each of them has its characteristics and differs in the system of language tools, the nature of the

addressee, and the features of reception. The main communicative conditions for organizing oral speech are:

- 1) expression of opinion is oral and requires face-to-face communication between the speaker and the listener;
- 2) the expression of opinion takes the form of a dialogue requiring the participation of two or more people;
- 3) expression of opinion occurs spontaneously during a free conversation.

Written language used on the internet differs from literary written language. Interactive network communication has a pace similar to spoken language (Hamza Jamal Jassim, 2023). The social network is like a "second life," attempting to replace real life, and has its own rich and unique language features, unlike email, chat, or forums (Nicole B. Ellison, 2007). Users share information about themselves on social networks with other network users, which, on the one hand, reduces the anonymous aspect of communication. Someone can use a pseudonym in chats and forums while providing detailed information about their identity, address, and place of work (educational institution) on social networks. Personal information, such as marital status and political views, may be displayed on networks at the user's discretion. Viewing the profiles of other users increases the chances of getting acquainted on social networks. The difference between virtual and live

communication is that it allows the user to choose whether to respond to the received message. Often, when internet users post something (for example, when posting a picture, expressing their status through a video, changing their avatar, or sharing feedback), they expect a response (such as likes or comments) from others. This feature of the language of social networks is similar to the form of communication in real life. You can ask someone a question while waiting for an answer or provide information about yourself. Unlike real life, waiting for a response on social media can take time, and sometimes there may be no response. The role of social media in shaping colloquial language is significant, as it reflects the changing dynamics of communication and the influence of technology on language use.

Expressiveness

Like other forms of communication, the primary purpose of virtual communication is to exchange, transmit, and receive various types of information, including emotional information. Today, social media platforms create a virtual environment characterized by emotional expressiveness. Users strive to interact impactfully and powerfully to achieve specific communication goals. With the introduction of multimedia and new semiotic signs, the unlimited freedom and speed of the Internet space have opened up new possibilities. Both natural language elements and paralinguistic methods (emojis, internet memes, GIF images, audio recordings, and others) are used to express expressiveness. In other words, verbal and nonverbal methods are employed for expressiveness in online communication. For example, on the social network Instagram, users often use emojis and GIF images to comment on a post, while on Twitter, hashtags and retweets are used to express agreement or support.

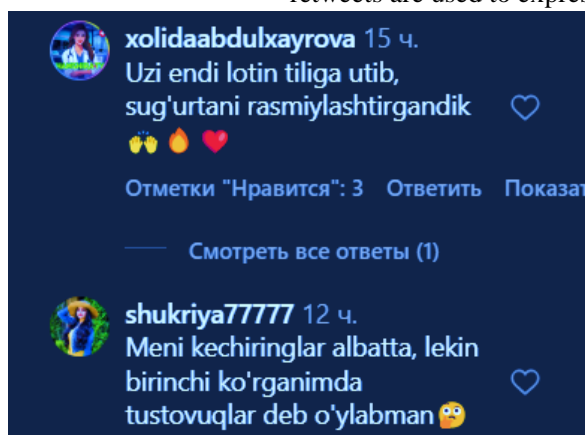


Figure 2. Emojis are used in comments on the social network Instagram.

One of the main shortcomings of the language of communication on social networks is the violation of the norms of the literary language, which leads to the formation of a new language of communication among network users, consisting of abbreviations and emojis, which does not affect the security of the native language. As can be seen from Figure 2, users used the words “uzi” instead of “o‘zi,” “utib” instead of “o‘tib.” In the Latin-based alphabet of the Uzbek language, the presence of the symbol in the letters o‘, g‘ or the presence of a combination of two letters in the letters ch, sh is inconvenient for users, so they do not put the symbol in the letters o‘, g‘ or use the symbols 4 instead of ch, and w instead of sh. This is a gross violation of the norms of the literary language, the popularization of which can lead to mass illiteracy.

CONCLUSION

Studying the language of social networks from a linguistic point of view reveals its unique characteristics, setting it apart from other forms of communication. We propose to delve into the pragmatics of communication on social networks and explore the various language use strategies employed by users. This research has the potential to significantly impact our understanding of language evolution in the digital age. The results of this study will pave the way for further exploration of pragmatics and language strategy in social networks, making the linguistic features discussed in this article a compelling basis for future research.

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