THE LANGUAGE OF THE INTERNET
AND ITS LINGUISTIC DOMINANTS

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INTRODUCTION

Developments in science and technology over the past decades have radically changed both modern science and modern society. A key role in accelerating changes was played by information and communication technologies and the actively developing Internet environment based on them, or rather, created for their more effective use. For the first time in human history, these changes are not happening progressively, but spontaneously and at incredible speed.

Any new sphere of human life uses its own language, functioning within the framework of a normative general literary language. The virtual sphere of the Internet is no exception. Its peculiarity is the fact that this sphere, unlike many others, is a symbiosis of both strictly terminological technical computer and literary languages, as well as slang, polycode linguistic creative constructions, etc.

As an effective means of communication, any language – natural or artificial – is worth learning. It is important to determine its structure, semantics, communicative functions and potential. This is the area of interest of linguistics, in this case Internet linguistics, which is the **subject** of this work, where Internet discourse and Internet language are comprehensively examined.

Thus, the relevance of the research topic is determined by the need to combine various and diverse linguistic studies of the Internet environment within the framework of one holistic direction – Internet linguistics, the development of a unified conceptual and categorical apparatus and an adequate set of methods for its study.

The **object** of the study is Internet linguistics as an integral scientific discipline, which is justified from the point of view of linguopragmatics, functional and cognitive linguistics, and the dominant approach.

The **purpose** of this work is a comprehensive description and systematic description of Internet linguistics as an integrative direction of modern linguistics.

It is obvious that the issues studied by Internet linguistics as an interdisciplinary integral scientific discipline are resolved within the framework of the anthropological language paradigm. Internet linguistics closely interacts with such modern sciences as psychology, pedagogy,

economics, law, etc., since it is Internet linguistics that contributes to the unification and interaction of numerous and diverse studies of these humanities within the framework of Internet communications, Internet media, virtual behavior linguistic personality, etc. in one integral direction.

1. Internet linguistics as a scientific discipline

Various means of communication and new technologies in the field of information transmission, the effect of their influence on the formation of society and human perception began to be studied in the 50s. of the XX century. Thus, M. McLuhan put forward a hypothesis that the entire period of human existence represents a change in the key means of mass communication, or mass media, and, as a consequence, a change in the types and methods of perception.[1] It is obvious that the evolution of perception is inextricably linked with cultural and social changes. Mass media, as a rule, operate with a variety of objects and facts of the surrounding world: clothing, transport, banknotes, electric light, advertising, housing, watches, photography, weapons, automatic equipment, etc. – i.e., everything which affects human communication with the surrounding world (nature and society), and also changes and reorganizes it. These means are equated to external "extensions" of a person, which are intended to serve as a kind of technical continuation of his body, sense of smell and touch, starting with "Leviathan" by the English philosopher T. Hobbes. Gradually, these means and technologies completely master man, but do not obey him, but seem to separate from him, although they coexist with him. M. McLuhan metaphorically calls such a separation "amputation," or the development of the technological infrastructure of the human body, which subsequently occurs with the entire society. The development of the technical capabilities of objects in the surrounding reality and electronic means is interpreted as the final "amputation" of human consciousness, as a result of which human abilities find themselves outside of his influence and power, but develop their own logic and impose it, without taking into account the person himself. Faced with a detached technological infrastructure, the individual finds himself a defenseless and dependent creature in the face of what is happening, and the only salvation for him is the lack of awareness of what exactly is happening to him, as well as the joy of new opportunities that have opened up. As a result, people stop noticing how dependent they have become on modern technical means that surround them everywhere, on electronic mobile devices, with the help of which communication occurs more and more often than face-to-face.

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[1] McLuhan M. Understanding media : the extensions of man. Berkeley, California : Gingko Press, 2015. ISBN 978-1-58423-073-1. URL: https://books.google.com.ua/books/about/Understanding_Media.html?hl=uk&id=LZbYngEAC AAJ&redir_esc=y.

A person has become dependent on means that, as it seems to him, make his life easier. Scientific and technological progress of the last three decades affects people's lifestyles, their ideas about the world around them, language and general semiosis.

The type of society is determined by the dominant type of communication in this society, and human perception is determined by the speed of transmitted information. For example, "... any technology shows a tendency towards the development of the human environment. Thus, handwritten script and papyrus gave rise to a social environment associated with the civilizations of the Ancient World. … It follows that the technological environment should not be considered as a kind of passive "container" of people; on the contrary, it (the environment) is constituted by active processes that change both humanity and the technologies it has created. Today we are witnessing one of the most important historical transformations – the rapid transition from mechanical wheel technology to electronic circuit technology. Printing using movable type sets created a completely unexpected new medium – the public (audience). Handwritten technologies did not have the intensity and widespread dissemination necessary to create a national audience. What over the past centuries have been called "nations" did not exist, and could not exist, before the advent of I. Guttenberg's technology". It is obvious that the proposed model of communication determines both individual sensory and social organizations, since the types and means of communication determine the construction of knowledge, form the basic ways of perceiving space and time, imposing them on society. In turn, according to the author, the development of the economy, social sphere and political infrastructure of society would be problematic without a total change in communication strategies, thanks to which, in particular, Gutenberg invented the printing press, while it turned out that entrepreneurship and democratization of society became effective only in conditions of mass distribution of the printed word. It is the printed word, and not the oral or written (handwritten) word, that forms the central element of such a structure of society – an independent, unique human individuality.

M. McLuhan identifies visual-spatial (linear, sequential, perspective) and auditory (spherical, synchronous, immanent) methods of organizing communication. Written and printed cultures are part of oral communication, while photography and cinema are part of visual communication. Television, in his understanding, needs the active participation of the viewer, "a constant creative dialogue with the kinescope," and therefore can be classified as a tactile means of communication. Nowadays, we consider the Internet to be a tactile means of communication, since it completely absorbs the user, becoming a collective means and product that unites all network users.

The division into historical periods of the development of civilization seems interesting, which is somewhat different from the generally accepted one, but we consider it most suitable for our study:

– primitive preliterate culture with oral forms of communication and transmission of information, based on the principles of a collective way of life, perception and understanding of the surrounding world;

– written and printed culture ("Guttenberg Galaxy"), which introduced civilization into the era of didacticism and nationalism, replacing the collectivism inherent in the previous era with individualism, decollectivization and detribalization;

– the modern stage of the existence of society, returning us to the natural audiovisual, instantaneous perception of the world and to collectivity, which has an electronic component – through the replacement of written and printed languages of communication with radio, television and network media of mass communication.

Before the invention of writing, man was surrounded mainly by oral speech, so he perceived the environment by ear (harmonically), and the world outside the "audio universe" was perceived and known to him intuitively. Philosophers consider the invention of the alphabet, the emergence of writing and the invention of the printing press to be an achievement of civilization in modern times; as a result, the center of perception was switched from hearing to vision. Humanity has entered a new era – a mechanical one, which entailed a change in the type of person. The resident of the village, the community, was replaced by a resident of the city, a cosmopolitan, a "typographic and industrial" person. Significant changes have occurred in the technology of acquiring knowledge: as a rule, before the invention of printed word technologies, human knowledge of the world was carried out in a group, and the printed word and book gave people the opportunity to gain knowledge individually and independently.

The next significant technical breakthrough is considered to be the use of electricity, which further contributed to human alienation. This breakthrough became so important due to the creation of the telegraph, telephone, radio, television and other electrical and electronic means of communication. Information began to spread instantly, and each subsequent event became connected with the previous one using an electrical or radio signal.

According to M. McLuhan "The discovery of electromagnetic worlds again creates a "field of simultaneity" in all human activity... We live in a single limited space where the sounds of tribal drums are heard".

Currently, more than 80% of communication occurs online using email, instant messengers, instant messaging services and other constantly emerging new products of intelligent information technology. For this reason, communication and information exchange have become key activities of

modern society and individuals. With the advent of the Internet, the essence of communication has changed, turning from unidirectional to interactive. The communication process has become global in nature, which became possible thanks to Web 2.0 technologies (blogs, microblogs, instant messaging services, chats, social networks, etc.). There has been a digitalization of communication.

In the course of evolutionary-revolutionary changes today, human life in society is controlled by a mosaic resonance through the means of mass communication, mass media and computers. The main dominant characteristic of the modern information space can be considered the ultra-fast updating of the mosaic-resonant space, influencing humanity with the help of myth, which, through the Internet and mass media, influences and changes culture, economics, education, politics and society as a whole. The Internet is essentially a set of numbers and codes, so modern society depends on digital technologies, and culture is often called digitized.

The key symbol of the modern era, the postmodern era, has become a number, which can be illustrated by the widespread prevalence of scientometric technologies, and even human intelligence is measured by a number – the IQ. Contrary to the popular belief that the Internet space is limitless, it can be argued that there are still boundaries, and these boundaries are linguistic, not physical. In addition to the natural division of users by national languages, there is, in particular, a division by nationality using abbreviations denoting national domains.

Today, in Internet communications and in the process of information exchange, space is compressed by overcoming time boundaries and the boundaries of physical space, which directly affects the speed of these processes, as well as the mechanisms of influence on the audience. Thus, M. McLuhan divides mass media into "cold" and "hot", considering them to be a continuation of the human central nervous system, determining the structure of knowledge, regulating the principles of perception of space and time.

The main classification principle is the principle of media control by various sponsors. Thus, "hot" media are independent, while "cold" media belong to holding companies and corporations that control content and through it manipulate the opinion of the majority.

However, we allow ourselves to disagree with such an interpretation, because today, all media in one way or another have their sponsors and are thereby used to lobby the interests of certain groups, create the desired image, and wage information wars. Today, the Internet has become such a "hot" media, which, if it has not completely supplanted all others, has surpassed them in popularity.

Internet linguistics, like no other area of modern linguistics, is connected with the theory of communication, since communication is the main type of human activity on the Internet.

To successfully implement such convergence, communication undergoes a number of transformations: 1) technological transformations, to which we include the digitization of communication, i.e. its transfer to a computer environment; 2) changing roles of senders and recipients, which affects the organization and institutional structure of communication; 3) cultural multi-level transformations of the communication process, i.e. There is a simultaneous transformation of global and local cultures.

Global mass self-communication as a separate type of communication has become possible thanks to Internet services, or rather Web 2.0: posting blog posts, demonstrating videos on YouTube, mass emailing, while the production of content is carried out independently, as well as the identification of potential will receive them and return specific messages or search for content on the Internet. Today there is the simultaneous unification of all forms of communication into a multi-component, interactive, digital hypertext that includes, mixes and redistributes in their diversity the entire sphere of cultural ideas transmitted in the course of human interaction. It is obvious that communication, like many other areas of social life, such as, for example, information search, literature and reading, online shopping, has become hypertextual. In the framework of our work, when describing the phenomenon of hypertextuality, we adhere to the following interpretation: it is a structured opportunity to access information, presented in the form of a number of thematically related texts of different volumes and stylistic affiliations, possessing a number of independent characteristics.

Thus, in modern communication, thanks to the capabilities of the Internet, on the one hand, users (communicators) are united into a global communication space using Web 2.0 services. On the other hand, there is an association of users for communication based on language and nationality, where the appearance of "strangers" in these communities is often perceived as an unwanted invasion and violation of some unknown boundaries and is often "punished" with verbal aggression.

In the humanities, the concept of communication is inextricably linked with the concepts of linguistics and discourse. In modern linguistics there is a narrow specialization of areas depending on the subject of research. Such areas as legal linguistics, medical linguistics, documentary linguistics, sports linguistics, etc. have already emerged. The work proposes to identify a separate area for studying the language of the Internet and Internet discourse – Internet linguistics. Despite many different research points of view, we argue that Internet linguistics as a scientific discipline has its own object, subject, goals and objectives, theoretical basis, history of formation.

Modern pragmatics is considered as a section of semiotics that studies issues of analytical philosophy, sociology, psychology, linguistics and a number of other humanities, based on the principle of determining the logic of choosing the desired sign and its comprehension by the individual.

In philosophy, pragmatics is based on the ideas of scholastic logic, separating mode and dictum, the propositional attitude of K. Russell, and the concept of Descartes. A. Church argues that the key concept of theoretical pragmatics is the concept of opinion, expressing the connection between a judgment and a person.[2]

However, in linguistic science there is no unity in the understanding of the term "pragmatics". The theoretical basis of pragmalinguistics is considered to be the theory of speech acts created by J. Austin, which was later developed in the works of many researchers, including J. Searle.[3] The main difference between the views of J. Austin and J. Searle on the use of language was that language was considered as a means used by a person in his activities, capable of not only transmitting information, as previously thought, but also influencing the worldview of a person and society through the use of various strategies and tactics, including through the targeted selection of vocabulary necessary, from the point of view of the addressee.[4] Thus, in pragmalinguistics, language is considered as a tool with the help of which actions are carried out.

It seems important to emphasize that in the linguistic literature there are at least two recognized definitions of the concept of "pragmalinguistics," which take into account the speaker's conscious or unconscious selection of a linguistic unit. In accordance with these parameters, pragmalinguistics is divided into hidden and functional.

In order to distinguish between the selection and interpretation of a linguistic sign in a certain communicative situation and the adoption of any decision from the non-linguistic sphere, in our work we will call the first linguopragmatics, and the second pragmatics. In our understanding, the linguopragmatic choice is determined not only by the communicative situation, but also by other factors. This approach is somewhat different from that adopted in linguistic works, but our research confirms its right to exist. It is important to note that in our work the concept of "speaker" is expanded to

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[2] Korta K. & Perry J. Pragmatics, The Stanford Encyclopedia of Philosophy (Spring 2020 Edition) / Edward N. Zalta (ed.). URL: https://plato.stanford.edu/archives/spr2020/entries/pragmatics.

[3] Austin J. L. How to do things with words. Oxford : Oxford University Press, 1989. URL: https://pure.mpg.de/rest/items/item_2271128/component/file_2271430/content.

[4] Searle J. Expression and meaning : Studies in the Theory of Speech Acts. Cambridge : Cambridge University Press, 1986. URL: https://altexploit.files.wordpress.com/2019/10/john-r.-searle-expression-and-meaning-_-studies-in-the-theory-of-speech-acts-1979.pdf.

the subject or author of speech and text as recorded speech, which characterizes electronic communication of Internet discourse.

Linguopragmatics is often considered simultaneously with semantics and grammar, defining the basic characteristics for each of them. The characteristic features of grammar, semantics and pragmatics are confirmed by the behavior of linguistic signs within the framework of Internet linguistics, since in the conditions of Internet communication in particular, and in Internet discourse in general, the choice of lexemes and their meanings is determined precisely by pragmatic factors – communicative tasks, functionality, freedom of interpretation, etc. In linguopragmatics, the speech act plays a key role. Many texts and genres of Internet discourse function in a similar way, which, in essence, are speech acts recorded, as a rule, in written form – texts of messages on forums, chats and Twitter; comments on online media articles, photographs and user posts on blogs and social networks, etc. Thus, being specific latent speech acts, Internet discourse texts can be objects of linguopragmatics.

The research presented in the work confirms the hypothesis that pragmatics determines the implementation of personal communication, comments on accounts, correspondence, and more broadly – the conduct of information (verbal) wars on social networks, in particular on Twitter, the creation of fake news, leading to the manipulation of public opinion by verbal polycode means.

The term "Internet linguistics" is appropriate to denote a direction that studies all the diverse manifestations of the functioning of natural languages on the Internet, since it is this term that puts the emphasis needed for linguistic research on the linguistic, and not on the technical, sociological and psychological side of the communication process.

Considering Internet linguistics as a developing cognitive system, in addition to linguistic principles and techniques, one should take into account the general laws of evolution that any dynamic system is subject to. For the language of the Internet and for communication on the Internet in general, imagery of perception and imagery of thinking are eternal, while mental images, or imagery of thinking, is perceived as a certain model. On the Internet, each participant in communication often opens up more comprehensively and fully than in real life, so the imaginative thinking of Internet users exceeds the imaginative thinking of ordinary people in everyday real life.

In such a complex system as Internet linguistics, at the beginning of its formation, ordered structures were formed from chaos, self-organization occurred and its further development will occur due to the introduction of moderation, censorship, i.e. laws of Web 3.0, or the semantic web. This process leads to the fact that in the Internet environment there is a linear

development of language structures, a continuum of linear elements is formed, from which, in the course of further communication, users construct a narrative text.

The origins of Internet linguistics as a new interdisciplinary integrative scientific direction can be traced in sociolinguistics and psycholinguistics, text linguistics and functional stylistics, linguopragmatics, discourse science, cognitive science, hermeneutics, communication theory, which confirms its broad connections with other areas of humanities and partly natural sciences, in which and the interdisciplinary nature of Internet linguistics is revealed.

The complex of general scientific and special linguistic methods and techniques used in this study, as well as the general dominant approach, objectively contribute to the formation of the apparatus of analysis and terminology of linguistics.

The interdisciplinarity of the terminology of Internet linguistics allows it to be correlated with various areas of linguistics, however, the terms acquire a multi-paradigmatic status and serve as a cognitive basis for the rapid and active development of the own conceptual and categorical apparatus of Internet linguistics, for example: Internet communication; Internet discourse; Internet language; internet metaphor; virtual linguistic personality; a virtual reality; hypertext, etc.

The subject of research in Internet linguistics has already been clearly identified – Internet communication, which is understood as communicative interaction in the global computer network of Internet users with different cultural and educational levels, that is, the functioning of language in the Internet space and the linguistic component of Internet communication. Today, it seems most relevant to describe any branch of linguistic science in a cognitive manner. We believe that for Internet linguistics this approach also seems to be the most adequate. This is primarily due to the fact that Internet linguistics is closely related to the process of communication, and communication is inseparable from cognition, since it is in the process of communication that a person receives information that must be perceived, processed, evaluated and, if necessary, responded to her. However, by paying attention only to the cognitive component of Internet linguistics, we risk being accused of one-sidedness and a narrow consideration of this area, because the interior as a whole and the texts generated in this environment have their own word-formation, structural, functional-semantic, genre-stylistic, semiotic features.

In addition, a large number of genres specific only to this environment are born on the Internet (microblogs, blogs, chats, forums, etc.), literary texts that are characteristic only of the Internet, and many others. The study of the functioning of language on the Internet should, in our opinion, be in line with discursive teachings.

It is obvious that the world of the Internet is an absolutely unique world, full of images and metaphors, with its own special rules, its own language and discourse. Thus, the object of study of Internet linguistics is internet discourse, which we define as an open set of texts united by a variety of topics (from everyday to scientific), and as a verbalization of the mentality of users (in a broad sense).

The practical significance of Internet linguistics lies in the assistance that the study of this area can provide to current and future generations of users, teachers, psychologists, and parents. Knowledge in the field of Internet linguistics will help to understand the deep processes underlying Internet discourse, to identify linguistic manipulative mechanisms and techniques for influencing public consciousness, including those used by politicians, unscrupulous businessmen, representatives of banned religious and terrorist organizations, etc.

So, we propose to define Internet linguistics as a direction in linguistics that studies the features of the functioning and development of natural human language in the global Internet space, and studies the linguistic behavior of a virtual linguistic personality during communication in natural language in an electronic digital environment.

2. The language of the Internet and its linguistic dominants

The transformation of the Internet into one of the key areas of modern speech use, both in terms of quantitative indicators and in terms of qualitative impact on the course of language processes, has contributed to the concentration of academic interest on the problems of the functioning of Internet communication and language on the Internet.

The characteristic functional features of the Internet language have continued to interest foreign linguists over the past three decades. Particular attention is paid to describing the language of the Internet as a means of communication, predictions are made about the possible influence of Internet vocabulary on the literary language, the language of communication on the Internet of an informal ("chats") and official ("conferences") nature is described, typologies of Internet metaphors in English are being created.[5]

Thus, E. Benveniste argued that language is a universal interpreter of all semiotic systems. There are no other sign systems characterized by the potential for self-generation of categories and self-interpretation, except for natural language. Language is essentially a semiotic system, both in formal structure and in functioning, while language performs semiotic modeling, the basis of which lies in the structure of language. In this case, double

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[5] Crystal D. Internet Linguistics : A Student Guide. London – N. Y. : Routledge Taylor & Francis Group, 2011. 191 p. URL: https://doi.org/10.4324/9780203830901.

signification occurs – semiotic and semantic. All this potential is realized in the language of the Internet at different language levels.

Active study of the properties of Internet communication began at the end of the 20th – beginning of the 21st centuries, when the attention of foreign scientists began to attract the attention of various aspects of the use of language on the Internet: from linguostylistic and pragmatic to functional semiotic. Issues of linguistic support for Internet communication were considered in the works of D. Crystal and others. The structure and content of Internet communication processes were studied within a variety of schools and directions: from the point of view of sociolinguistics, pragmatics, semiotics, psycholinguistics, functional stylistics, discourse analysis, content analysis, cognitive linguistics, linguoculturology.

For the most part, research comes down to solving a cardinal question: is there such a thing as "the language of the Internet", and what exactly do modern linguists mean by this concept? Discussions on this issue in linguistic science have been ongoing for more than twenty years. In this regard, one of the goals of this study is to describe the existing points of view on the concept of "Internet language" as the main object of Internet linguistics.

In the English-language linguistic tradition of Internet research, the following terms are used to denote the concept of "Internet language": e-language, wired-style, geekspeak, netspeak, Internet language, usertalk.

At the beginning of our research, the concept and phrase "language of the Internet" was entered as a search query into the search window of the most popular search engine Google. As a result, the following results were obtained: the phrase "language of the Internet" was found 10,400,000 times in the Google search engine, which confirms the relevance of research in the field of Internet language in general. At the same time, the research problems are far from being revealed and exhausted, since the language of the Internet is not a frozen, not static formation, but a dynamic one, in constant development.

Discussing the main features of the use of natural language on the Internet, researchers agree that the influence of the language of communication on the Internet on modern speech use is very great and, accordingly, requires a thorough, systematic study.

In modern conditions, the language of the Internet is increasingly understood not only as the entire array or even a corpus of texts existing on the Internet, but also as a stable intralingual system, characterized by a very specific set of linguistic-stylistic properties and features. Moreover, one of the most important characteristics of this system is the ratio of verbal and audiovisual or other polycode components, specific to each genre of Internet discourse, be it general information genres or news genres, scientific-

educational and special information genres, artistic and literary genres, entertainment genres of the Internet etc.

One of the central tasks of Internet linguistics is to determine the stylistic status of the Internet language and describe it in terms of functional and stylistic features.

This problem is extremely complex. Firstly, due to the complexity and stylistic heterogeneity of the object itself – the language of the Internet; secondly, due to the lack of consensus regarding the functional-stylistic differentiation of the language as a whole. The complexity and versatility of the process of communication on the Internet as a subject of research is indicated by the fact that there is no tradition of special research into Internet communication in general and the language of communication on the Internet in particular. This complexity is caused, firstly, by the fact that the text is most often created collectively, and secondly, by the fact that communication on the Internet covers in its content all other types and varieties of spoken and written words. Language exists on the Internet mainly in written form, but in the conditions of interactive network communication, the rate of speech is close to its oral variety.

Therefore, they continue to discuss the question of whether texts created on the Internet are close to oral or written speech. As a means of mass communication, it combines the characteristics of oral and written forms of speech. Discourse genres such as email, chat rooms and virtual worlds, although existing in written form, have a number of obvious characteristics of spoken language.

The question of functional-stylistic differentiation of language has not yet received an unambiguous solution. There are various concepts for classifying functional styles, the authors of which take different criteria as a basis and use different terminological apparatus to describe essentially the same linguistic phenomena.

The question of determining the stylistic status of the Internet language has two sides: 1) the Internet language as an independent style formation in the system of other, already established functional styles or a genre-generating environment; 2) criteria for internal functional-style differentiation of the Internet language. The basic criteria for determining the stylistic status of any language – and the language of the Internet – are initially contained in the traditional definition of style, functional style and its characteristics. "Style is a variety of language, assigned in a given society of traditions to one of the most general spheres of social life and partially differs from other varieties of the same language in all basic parameters – vocabulary, phonetics, grammar. Functional style is a type of literary language in which the language appears in one or another socially significant sphere of social speech practice, the features of which are determined by the peculiarities of communication in this

area. Style is always characterized by the principle of selection and combination of available linguistic means... For each functional style there is regular reproducibility, predictability of the use of certain linguistic phenomena."

Nowadays, Internet communication is a socially significant sphere of social and speech practice. The peculiarities of speech use in this socially significant area are determined by the typical features of communication on the Internet itself, which primarily include the collective nature of creating texts, as mentioned above, time limitations and the focus of the Internet communication text on a large geographically dispersed audience, and anonymity.

Regarding such signs of a functional style as regular reproducibility and predictability of the use of certain linguistic means, one cannot help but notice that in the field of Internet communications, with an endlessly increasing variety of text flow, there is a thematically structured, obviously distinguishable uniformity, which seems to organize all this huge daily updated text array. At the same time, new texts are created arbitrarily, but there are a number of clichés that are used everywhere within one genre. Texts of messages on the Internet are collected from heterogeneous lexical and syntactic material, which is distributed across a variety of Internet formats and turns the text into thematically related, but linguistically unpredictable works of speech. The content of Internet texts changes every minute, and their form also changes rapidly.

Thus, on the one hand, the language of the Internet has a certain unity and integrity, which is due to the peculiarities of speech use in the field of Internet communication, given forms, and on the other hand, a diverse thematic structure, a sufficient degree of functional and stylistic diversity, which reflects the universality of the topic, openness and mobility of text generated on the Internet.

Foreign linguists build the concept of genres within the framework of discourse analysis. In our opinion, today it is necessary to consider genres as discursive, because within the framework of Internet discourse, genres must be studied, paying attention not only to the linguistic and structural features of texts, but also to the specific conditions of the environment in which communication occurs, etc.

Researchers such as N.O. Finnemann, S. Herring and others, identify the following factors of the Internet environment that influence Internet genres:[6]

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[6] Finnemann N. O. Hypertext and the Representational Capacities of the Binary Alphabet. URL: https://philpapers.org/archive/FINHAT-7.pdf.

1) hypertextuality and interactivity of the environment;[7] 2) the technical capabilities of the Internet in transmitting and updating information and the possibility of creolized texts; 3) multimedia design; 4) time parameters for information transmission; 5) ways of reading text (linear and nonlinear; navigational and conventional (linear)); 6) the nature of the hyperlinks contained in the text (internal or external); 7) frequency of updating information; 8) the figure of the author of the text (age, gender, native language, social status, marital status, plurality or sole authorship of the text, communicative goals, etc.); 9) following the philologist I. Eskehave and her co-authors, the positions of the lay reader and the reader-navigator (there are much more of the former, according to the author, and the position of the reader-navigator is unstable and can change. It is in this communication, the authors suggest taking into account the way the reader reads the text and the nature of the hyperlinks); 10) properties of the environment that influence both the goals and forms of Internet genres, which must be taken into account when constructing their classification.[8]

3. Internet discourse in the field of science and education

Another sociolinguistic concept of the Internet, which D. Crystal wrote about the educational concept. It seems natural that science and education are the first to respond to changes in all spheres of society. In the postmodern era, virtualization processes have deeply penetrated these areas. J.-F. Lyotard wrote that "postmodern science has ceased to be concerned with the search for truth, but has become a kind of ludic game, during which the basic models of scientific discourse are manipulated. We are witnessing the replacement of real experiment with experiment on models."[9] In pedagogy, the importance of creative thinking (fantasy, inference, imagination, etc.) is increasing, so most of the time of schoolchildren, students, and researchers is spent on creating an image of acquiring knowledge by working on the Internet, in various virtual libraries and portals, creating presentations and computer 3D models, in order to receive various grants, scholarships for studying abroad, and achieve success in competitions.

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[7] Herring S. C., Scheidt L. A., Bonus S., Wright E. Bridging the Gap : A Genre Analysis of Weblogs. *Proceedings of the 37th Hawaii International Conference on System Sciences*. 2004. URL: https://www.csus.edu/indiv/s/stonerm/genreanalysisofweblogs.pdf.

[8] Askehave In., Nielsen A. E. What are the Characteristics of Digital Genres? – Genre Theory from a Multi-modal Perspective. Proceedings of the 38th Hawaii International Conferences on System Sciences. 2005. URL: https://ieeexplore.ieee.org/document/1385433.

[9] Lyotard J.-F. La condition postmoderne : rapport sur le savoir. Paris : Minuit, 1979. URL: https://www.academia.edu/8930613/Lyotard_The_Postmodern_Condition_A_ Report_on_Knowledge.

The number of electronic scientific publications in various fields is constantly increasing, electronic teaching aids are being published, and many virtual scientific conferences are being held. Today it has become common practice to publish the results of your research on websites and web pages. This is partly due to the fact that these days the level of a scientist is determined by the number of his publications, his ranking in various citation indices, and not by the degree of reliability of the research results. Thus, there is an imitation of the accumulation and increment of knowledge. Images are formed by creating role-playing cyberprostheses according to the following models: "author – critic/reviewer"; "student – teacher"; "speaker – audience"; "speaker – opponents'', etc.

The institutional structure of science and education is being virtualized, which is very clearly expressed in the knowledge that modern students strive for: they do not care about true (academic) knowledge, but strive to obtain instrumental knowledge, with the help of which they can quickly and effectively earn money. It is assumed that education is not for life. Modern technological progress and economic development force a person to improve and gain knowledge constantly, which is reflected in the ways of obtaining education and training. At the same time, universities, technical colleges, and schools are being virtualized. Such stable constructions as a virtual educational environment, a virtual university, a virtual school, a webinar, a mobile electronic school, an electronic magazine, an electronic diary, an electronic statement, etc. have firmly entered into language use. It is worth noting that for many scientists and students, virtual reality compensates for the lack of scientific information and social reality.

N. Rothschild's thesis "Who owns the information, owns the world" has become extremely relevant. The modern education system quickly responds to changes in social conditions associated with the development of society, actively using the Internet and information communication technologies in teaching. This is determined by the signing at the end of the 20th century twenty-nine European countries of the Bologna Agreement, the fundamental principles of which were the harmonization of the education system of European countries, the creation of a single educational space for the purpose of exchanging advanced achievements in education between partner countries through the same type of educational cycles (bachelor-master) and a unified scoring and grading system, mutual recognition of academic qualifications of graduates, etc. Among the main objectives are increasing the mobility and autonomy of students and teachers, as well as other personnel of higher education institutions; strengthening connections and cooperation between European universities. This was the first step towards the introduction of computers and the Internet into the educational process through distance learning.

Most scientists and teachers, psychologists and linguists, describing the role of digital technologies in learning, identify three ways of introducing them into the educational process:

1) a mixed form, which is known in English as blended learning, in which digital technologies are introduced into the classical forms of the educational process;

2) distance learning, in which the learning process is carried out without the direct participation of the teacher;

3) massive open online courses that are used for self-education and advanced training.

The introduction of distance learning technologies has significantly expanded the capabilities of the once closed educational spaces of individual states, made connections between scientists closer and closer, enabled people with disabilities to feel more confident and made it easier to obtain an education. However, distance learning in Ukraine, unlike the USA, Great Britain, France, Germany, etc., is still in the process of formation. However, massive open online courses are becoming in demand and represent the most promising direction for the use of digital technologies in the educational process.

It is obvious that it is necessary to constantly improve your skills in order to become competitive in the labor market. In this case, training via the Internet and other distance learning becomes a good solution for specialists with a busy work schedule. Like any technology, such training has its positive and negative features. The undoubted advantages of distance learning and advanced training include an unlimited number of students in a group; students do not waste time and money on transport; presentation of material is more objective and independent; students and teachers can plan their work more freely and develop an individual educational program that will not interfere with their work schedule.

However, this method of teaching is not without its drawbacks, namely: absence or limited face-to-face contact with the teacher; the impossibility of building a learning model in collaboration with classmates; lack of opportunity to receive a professional assessment and a detailed explanation of your mistakes with limited communication via Skype, which is also not always possible due to technical problems. In addition, there is a decrease in motivation to learn among students due to the lack of a competitive factor and a team of students. Online and distance learning can create cyber addictions (Internet addictions) of various types – cyber addiction of communication, cyber gaming addiction, cyber addiction of cognition, cyber addiction of work, cyber sexual addiction, cyber financial addiction, audio visual cyber addiction, etc.

CONCLUSIONS

Internet linguistics is a direction in linguistics that studies the characteristics of the functioning and development of natural human language in the global Internet space, the study of the linguistic behavior of a virtual linguistic personality during communication in natural language in the electronic (digital) environment. Also, the subject of research in Internet linguistics has already been clearly identified – Internet communication, which is understood as communicative interaction in the global computer network of Internet users with different cultural and educational levels, that is, the functioning of language in the Internet space and the linguistic component of Internet communication. Today, it seems most relevant to describe any branch of linguistic science in a cognitive manner. We believe that for Internet linguistics this approach also seems to be the most adequate. This is primarily due to the fact that Internet linguistics is closely related to the process of communication, and communication is inseparable from cognition, since it is in the process of communication that a person receives information that must be perceived, processed, evaluated and, if necessary, responded to it. However, by paying attention only to the cognitive component of Internet linguistics, we risk being accused of one-sidedness and a narrow consideration of this area, since the Internet as a whole and the texts generated in this environment have their own word-formation, structural, functional-semantic, genre-stylistic, semiotic features. In addition, the Internet gives birth to a large number of genres specific only to this environment (microblogs, blogs, chats, forums, etc.), literary texts that are characteristic only of the Internet and much more.

SUMMARY

The article reveals the essence of a relatively new direction in modern applied linguistics – Internet linguistics, which in the current modern linguistic situation requires careful study. The author briefly describes the prerequisites for highlighting this direction; methods, tasks, object, subject of Internet linguistics; problems that linguistic scientists face and may face in the future; the term system of Internet linguistics is mentioned; the main stages in the formation of this direction in modern applied linguistics are highlighted; a definition of the subject area is given.

Internet linguistics as an integral scientific discipline, which is substantiated from the point of view of linguopragmatics, functional and cognitive linguistics, and the dominant approach. The concepts of Internet discourse and Internet language are defined within the framework of the dominant approach and the positions of linguopragmatics. Communicative and integral, linguistic, extralinguistic and linguistic dominants are described. The influence of the language of the Internet, genres of Internet discourse on

modern standard (normalized) languages and literary genres is shown. A typology of discourse-forming genres of Internet discourse has been developed according to the degree of synchronicity and interactivity; A functional classification of Internet genres is proposed. The status of Internet linguistics as a new interdisciplinary integrative scientific direction is substantiated, a comprehensive systematic description of the concept of "Internet language" is proposed from the perspective of linguopragmatics, functional and cognitive linguistics, a number of clarifications and additions are introduced to existing theories of Internet discourse, and an analysis of the functioning of the English language in the Internet environment is carried out and communications between the individual and the authorities, economic entities, businesses and individuals, educational organizations and students in the global Internet space.

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