

UDC 368

DOI <https://doi.org/10.52726/as.humanities/2021.3.22>

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CERTAIN LANGUAGE MEANS OF EMOTIONS EXPRESSION IN SUPERIOR INTERNET COMMUNICATION

The article notes that the emotional sphere of individual is extremely diverse and complex. Emotions play an important role in human life and are closely interconnected with the processes of speech and communication. At the language level, emotions are transformed into emotiveness, i.e. a person's verbal / nonverbal reaction to a stimulus. Demonstrating one's own emotions is a natural need of man of today in the process of communication. For the modern communicator, in particular the user of social networks, there are various forms and means of expression of emotions: phonetic, graphic, lexical, syntactic and other means.

The authors note that the predominant graphic tool aimed at visual perception of information. The main research methods are theoretical analysis and synthesis (generalization of theoretical information about the category of emotionality, defining characteristics of Internet communication), descriptive method (description of features of lexical means to express emotions), systematic analysis (selection of factual material, its systematization).

It is proved that the peculiarities of virtual communication are: dialogicity, emotionality, special authorial character, reader-author or speaker-listener ratio, removal of time and space restrictions, participants' status is usually equal, general picture of the world, unlimited choice of language means. The desire to experience certain emotions is explained by the desire to emotionally fill the text. Especially since the Internet contributes to this, because an important feature of Internet communication is the combination of various stylistic elements, the use of colloquial words and phrases, elements of language games, the use of phraseology and more. Emotiveness is a linguistic characteristic of the text that can cause an emotional effect. It is the result of the transmission of human emotions through language. Accordingly, any verbal means of expression convey either neutral emotions, or positively or negatively colored.

As a result of the research it was found that in situations when in a large flow of information the sender of the message has to attract the attention of the recipient, he makes the most of the influence of graphic means, supplementing them with symbolic information.

Key words: emotions, emotiveness, language, Internet, social networks

Introduction. Language, being the main tool of human communication, not only provides information exchange of speakers, but also reflects their emotional state in the act of communication. At this stage of development of the linguistics of emotions, there are a number of problems that determine several main areas of research, including the communication of emotions. An important function of emotions

is their communicative ability. Emotions permeate all the communicative activity of man, all spheres of his life and are reflected at all levels of language. Speech is the most important form of human emotions expressing. The study of emotions and their role in human life has always interested scientists, researchers working in a number of sciences, such as philosophy, physiology, psychology, linguistics.

Most scientists differentiate emotions as positive and negative. Positive emotions reproduce a positive assessment of an object or phenomenon. People feel positive emotions if they are not threatened, they realize their dreams, they feel comfortable. Examples of such emotions are joy, satisfaction, optimism, inspiration, compassion, love. Positive emotions cause dilation of blood vessels, increase the intensity of energy metabolism, mental and physical performance. Negative emotions are the opposite of positive ones. They occur when a person, for example, finds himself in a dangerous situation, feels threatened by life, health, relationships, his plans or rights. Strong long-term negative emotions can inhibit human activity, hinder development and self-realization. Negative emotions include anger, sadness, disgust, resentment, despair, anxiety [Virotenko : 6]. It should be noted that, in certain situations, negative emotions stimulate human activity, directing it to overcome obstacles. For example, sometimes outbursts of anger and fear can contribute to a person's survival. At the same time, unjustified outbursts of anger motivate the manifestation of other negative emotions, which worsen the state of health, can inhibit human activity, hinder development and self-realization.

The objective of this research. The aim of the article is to find out the specifics of using some means of communication to indicate the emotional states of users in English-language social networks.

Results and discussion. After analyzing the special literature, we come to conclusion that all existing classifications of emotions complement each other. Researchers distinguish between nuclear and peripheral emotions; those that a person experiences most often and those that are less needed. Scientists believe that people use different language tools to express the same emotion [Izard : 93]. Emotions are a form of perception of the world

At the linguistic level, emotions are transformed into emotiveness. In other words, emotions are a psychological category, and emotiveness is a linguistic one. Emotiveness is the author's assessment or reaction to an object, through which he expresses feelings and emotions using verbal or nonverbal language. In emotional communication, the expression of emotional states of interlocutors comes to the fore, and in emotive communication, on the contrary, it is due to language that a certain

emotional state is caused in listeners [Borysov : 6]. The concepts of emotionality and emotiveness are considered in the plane of language.

Speaking about Internet communicating as a separate and modern type of communication, linguist L. Ivanov divided its genres into three groups [Mitel'shtet: 2]. The first is a group of genres of other functional varieties of language that operate online without change. In this group, it is worth noting, scientific, journalistic texts, fiction. The second are traditional, adapted online, and presented in a modified form. This group includes genres of print media. And, the last group is exclusively genres that exist online. These include online genres such as chats, surveys, questionnaires. They are formed under the influence of the conditions of Internet communication.

Researchers in their work identify the main features of Internet communication in social networks: [Zagoruyko : 4]

1. Increased verbal activity caused by the almost complete disappearance of communication barriers between participants.
2. Interruption, mosaic of communication.
3. Specific etiquette of communication, new language.
4. Emotional communication, as an attempt to fill the deficit of nonverbal communication.
5. Emotional state during communication.
6. The experience of "flow", which involves immersion in activities, loss of sense of time, control over the situation.

The physical absence of communication partners, on the one hand, contributes to their openness to each other, the expression of feelings in which they were ashamed to admit in real life, and, on the other hand, the lack of nonverbal component often helps people hide their true emotions and attitudes.

Internet language is formed with the help of communicative situations that exist in cyberspace. This language is a system of phonetic, lexical, grammatical and graphical means that are formed in the unique conditions of the Internet environment. It should be noted that the Internet language, being a form of existence in written language, is actually close to spoken language, as it has all its main features: ease, immediacy and unpreparedness of communication, the predominance of dialogue over monologue, emotionality, expressiveness, eval-

uative reactions, incomplete structure, the design of syntactic, phonetic and morphological levels, discontinuity and logical inconsistency of utterances.

O. Prikhodko thinks that “Emotions need to be monitored from the point of view of harmony, it is important to give and you need to give positive emotions, and not bother others with unnecessary bad mood. Users of social networks think that emotions can be managed, that you can improve yourself and raise your emotions to a higher level. The Internet environment is firmly established in our lives and, from the point of view of various Sciences, has become a common phenomenon for the study of various phenomena. For example, such as: poverty, migration, political processes, family life, and so on. People in the modern world move with their heads down, but they look not at their feet, but at their phones and gadgets. The main source of joy, a tool for work, and a way to communicate today is a social network, whose site is visited every day by any self-respecting user. At the same time, the communication that occurs in social networks ceases to be purely functional, and becomes more and more emotional. The phenomenon of emotions in the Internet environment is interesting for its versatility and a kind of unreality. As ordinary people, we understand that emotions are very difficult to put on paper, although, on the other hand, millions of books by different authors have been written, and we re-read and love them. Nothing happens for nothing.

In fact, one hundred percent involvement of people in social networks and the Internet in General has causes: it is interesting, unusual, fun, enjoyable and there’s an answer right on your question, there you don’t feel left out, because as soon as you write the message, it appears in front of the interlocutor, and it will be difficult for him not to answer, because you see his/her activity in relation to yourself and your message. That is why on social networking sites we see a sea of different images, countless sets of different emoticons in the form of faces, cats, dogs, etc. It all formed as a standard product in the modern economy: on the one hand, there was a need for communication from users, on the other – the organizers and developers of social networks provoked this need.” [Prikhodko]

Some linguists recognize the language common on the Internet communication as a new form of language, along with oral and written forms,

defining certain features. What are the features and emotional component of the Internet language? Highlight the main characteristics. First of all, it is the presence of special signs that replace nonverbal communication. These include emoticons (emoji), which convey a variety of emotions. Despite the fact that emoticons are able to convey absolutely all emotions, such as raising your voice, anger, joy, or calm.

Secondly, it is the presence of neutral means of literary language; it is the use of “non-literary” means of language, which brings it closer to the language of journalism. In modern Internet discourse, there are certain means of speech that are used only in networks, and have become commonplace for users. One of the most popular means was the abbreviation “lol”, which, today, is interpreted differently. However, its original meaning was “laughing very loudly”. Initially, the abbreviation was used to express 18 violent emotions, but, after the conditions of mass distribution, it ceased to reflect its original concept. Today, “lol” no longer means, “laughing out loud”. This is a common reflection of the so-called consent, when the interlocutor supports the idea, but without oversaturation of emotions [Wikipedia].

Paying attention to the previous characteristic, another feature will be the widespread use of abbreviations. Linguist G. Sidoruk notes in his work “the abbreviation as a product of the method of expressing the abbreviation usually consists of a combination of letters taken in different combinations from the abbreviated word or phrase” [Sydoruk : 5]. Thus, this tool is used in all writing genres.

The fourth characteristic is the formation of neologisms. An English-language online source, the British Council, states that “neologisms are words or phrases that are invented to describe either new things or to give a new name to an old idea. Neologisms are formed, for example, by blending, by borrowing from other languages, from acronyms and from affixes” [British Council]. For example, today instead of the word “photography” in social networks there is such a thing as “*avatar*” [Wikipedia].

It is also worth noting the appearance of words under the influence of computer jargon. Common words are “*login*” – profile, “*post*” – upload an entry or photo in your profile, “*redirect*” and others. The next characteristic is the use of forms

of the imperative mood of the first person singular instead of the form of politeness in the second person plural. Other features of Internet discourse will be “agrammatism” (i. e. deviation from the syntactic and punctuation norms of literary language), and emotional syntax, which conveys the free and expressive language of communication.

Thus, it can be argued that the language of the Internet contains the means of various functional styles (conversational, artistic, epistolary, scientific, journalistic). Internet discourse is characterized by language units of different levels. We came to the conclusion that the features of virtual communication are: dialogueness, emotionality, special authorial character, the ratio of reader-author or speaker-listener categories, removal of restrictions in time and space, the status of participants are usually equal, the general picture of the world, unlimited choice of languages means. Means of expressing emotions are considered by linguists at different language levels (graphic, phonetic, morphological, stylistic, lexical, syntactic) and perform certain functions, according to the author’s intention.

Graphic information in social networks is necessary for adequate transmission of emotional communication. Communication on the Internet is devoid of the tone of speech, emotional coloring, the tone of voice, diction, gestures. This is compensated by increasing the emotional color of messages, which is created with the help of special symbols, pictures, photos or “gifs” – images (animated pictures). and facial expressions, which are extremely important for successful interpersonal communication in real life.

Since its origin, emoticon undoubtedly have become a part of the mainstream communication around the globe allowing people, with different languages and cultural backgrounds, to share and interpret more accurately ideas and emotions. In this vein, it has been hypothesized that emoji shall become a universal language due to its generic communication features and its ever progressing lexicon [Santamaría-Bonfil & Toledano López].

An emoticon is a written expression of emotions in text messages with ASCII graphics symbols. Often in Web communities, text emoticons are automatically converted to graphics. Graphic emoticons have become very popular in forums and chats due to the convenience of insertion into the text, intelligibility, the ability to express

and clarify the emotions embedded in the sender’s message with text or a graphic icon. It is possible to allocate often used from them: :-) means a smile; :-(expresses feelings of sadness or disapproval; :- * means a kiss; ;-) means a wink.

Since the appearance of emoticons, they are constantly evolving. Now there are whole sets of emoticons, from which you can select the appropriate and automatically insert into the text. It should be noted that the participants of communication may interpret the meaning of these symbolic signs, their emotional color or the context they carry. The absence of any such signs in the message is often seen by communication participants as a hostile attitude, unwillingness to communicate and maintain contact.

In addition to “emoticons” to compensate for the tone and focus on part of the statement in virtual communication uses the so-called “caps” (from the English “Caps Lock” – locking the upper case of the keyboard; writing a phrase or part of it in capital letters), which is interpreted as increasing voice. Also, “caps” are used to emphasize the semantic importance of this information: “Please, HELP me!”

Based on the classification of scientists I. Golub, N. Valgin, V. Maximov [Nasalevych & Lukhanova] and studying the views of various researchers, we can identify the following **phonetic means**.

Internet language is characterized by repeated repetition of sounds in emotionally significant words: “Our family loooooooved this series” “Heyyyyy! Is anyone at the lake yet?”.

Emotional sounds that reflect the articulatory capabilities of the human speech apparatus are most often exposed to emotional prolongation in literary language. Internet language does not involve articulation; any sounds can be repeated many times without taking into account their pronunciation. Users seeks to graphically give the emotional significance of their message with the help of sound prolongation, the phonetic features of the language is often not taken into account.

Chanting or pronunciation (in written language and the Internet environment is writing in syllables) also often serves to express the feelings of the user. Words are divided into syllables exclusively by a hyphen in literary language. The division of lexical units into syllables can occur in different ways in the Internet language: dot division;

articulation with the symbol “/” (slash) or “\” (reverse slash);

division by alternation of lowercase and uppercase letters;

articulation with the symbol “*” (asterisk);

colon: “*L * o * o * o * v * v * e * e them aaall*”

Distortion of language spelling standards can also serve as a means of expressing users’ emotions. Sometimes demonstrative disregard for spelling rules turns the text into a concept of phonetic transcription.

“*I can haz a cheezburger?*” (distortion from Can I have a cheeseburger?) “*Lemme chex mah mailz.*” (distortion from Let me check my mail.)

Word stress in the Internet space is most often demonstrated by a capital letter. The expression of the user’s emotions is carried out during the deliberate misstatement of word stress. As a rule, yes, negative emotions are conveyed: irony, irritation, contempt, disgust.

Phrasal stress in literary language is usually highlighted in italics or capital letters. The means of expressing phrasal stress in the Internet language are much more diverse. We found the use of such tools as: capital letters; italics; emphasis; color highlighting; use of Latin; underlining of an emotionally significant word or phrase can be done with the signs: “*” (asterisk), “#” (hush), “\$” (Dollar), “+” (Plus), “!” (Exclamation mark), “?” (Question mark); application of several means.

Intonation marking in Internet communication is realized by repeating punctuation marks or ignoring punctuation marks. After analyzing the communication on Instagram and Snapchat, we came to the conclusion that the dot at the end of the sentence when communicating online is seen by many Internet users as a sign of a bad mood of the interlocutor or unwillingness to communicate: “*Stop do it.*”

The emotional function is not only the message of any fact, but also the attitude of the speaker to it in two directions: intellectual-logical and emotional-volitional. We now read punctuation marks as emotional expressions when combined in new, however grammatically inaccurate, ways. This is innate in the modern age, but there was a time when a colon and a closed parenthesis :) weren’t used to indicate feeling. Science has shown that we react to these constructed faces in the same way we do a human smile or frown—but only when read left to right.

Today, emojis offer us all a wider breadth of expression—and some of the emotional nuance that is often lost over email and text-based communication. [Zendesk Blog]

Conclusions. We come to the conclusion that in situations when in a large flow of information the sender of the message has to attract the attention of the recipient, he makes the most of the influence of graphic means, supplementing them with symbolic information.

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**ДЕЯКІ МОВНІ ЗАСОБИ ВИРАЖЕННЯ ЕМОЦІЙ
В СУЧАСНОМУ ІНТЕРНЕТ-СПІЛКУВАННІ**

У статті зазначено, що емоційна сфера людини надзвичайно різноманітна і складна. Емоції відіграють важливу роль у житті людини і тісно взаємопов'язані із процесами мовлення, комунікації. На мовному рівні емоції трансформуються в емотивність, тобто вербальну / невербальну реакцію людини на подразник. Демонстрація власних емоцій є природньою потребою сучасної людини у процесі комунікації. Для сучасного комуніканта, зокрема користувача соціальних мереж, притаманні різні форми і засоби вираження емоцій: фонетичні, графічні, лексичні, синтаксичні та інші засоби.

Автори відзначають, що переважає графічний засіб, спрямований на зорове сприйняття інформації. Основними методами дослідження є теоретичний аналіз і синтез (узагальнення теоретичних відомостей про категорію емотивності, визначальні характеристики інтернет-спілкування), описовий метод (опис особливостей використання лексичних засобів для вираження емоцій), системний аналіз (добір фактичного матеріалу, його систематизація).

Доведено, що особливостями віртуального спілкування є: діалогічність, емоційність, особливий авторський характер, співвідношення категорій читач-автор або промовець-слухач, зняття обмежень у часі та просторі, статус учасників зазвичай є рівним, формування загальної картини світу, необмежений вибір мовних засобів. Бажання пережити ті чи інші емоції пояснюється прагненням до емоційного наповнення тексту. Тим більше, що Інтернет цьому сприяє, адже важливою рисою Інтернет-спілкування є поєднання різноманітних стильових елементів, використання розмовних слів та зворотів, елементів мовної гри, використання фразеологізмів тощо. Емотивність є лінгвістичною характеристикою тексту, що здатна викликати емоційний ефект. Вона є результатом передачі емоцій людини за допомогою мовних засобів. Відповідно, будь-які вербальні засоби вираження передають або нейтральні емоції, або ж позитивно чи негативно забарвлені.

У результаті дослідження з'ясовано, що у ситуаціях, коли у великому потоці інформації відправнику повідомлення доводиться привернути увагу одержувача, він максимально використовує вплив графічних засобів, доповнюючи ними символічну інформацію.

Ключові слова: емоції, емотивність, мова, Інтернет, соціальні мережі.