



Medialinguistics: Linguistic Features of Internet Language

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Abstract

This article provides a theoretical and scientific analysis of the role of medialinguistics in modern linguistics and the linguistic characteristics of internet language. As a result of the rapid development of information technology, internet communication has become an integral part of human life, significantly influencing the language system. The article explores the lexical, stylistic, pragmatic, and discursive features of internet language, including the semantics of abbreviations, emojis, visual signs, internet slang, and the linguo-cultural aspects of virtual communication. Furthermore, internet language is evaluated as a crucial object of modern medialinguistics, revealing its impact on the development of the national language. Descriptive, comparative, and discursive analysis methods were utilized during the study. The results indicate that internet communication not only expands the functional capabilities of language but also leads to the formation of new linguistic units.

Key words: medialinguistics, internet language, virtual communication, discourse, internet slang, emoji, pragmatics, media text, linguo-culture, digital communication.

Introduction

As the century of information technology and digital communication, the 21st century has ushered in a new stage of human progress. The popularization of the internet has fundamentally changed the forms of interaction, means of information transfer, and communicative strategies between people. Specifically, the development of social networks, messengers, and multimedia platforms has given rise to a new functional manifestation of language. In this regard, medialinguistics has emerged as an important scientific direction for studying linguistic phenomena in mass communication media.

David C. argued that "media is an extension of human capabilities," scientifically grounding the influence of communication tools on thought and language (Bell, A. 1991). According to his theory, the communication medium itself is a factor in generating meaning. This serves as a vital methodological framework for understanding the unique structure of internet language. Additionally, foreign scholars analyze internet texts within discourse theory in relation to social consciousness and communicative strategies. (Castells, M. 2010) suggesting that virtual communication is forming a new model of social discourse.

In Uzbek linguistics, the issues of medialinguistics and internet communication are also becoming urgent research areas. Sh. Safarov analyzed the communicative essence of pragmalinguistics and specifically highlighted the

intensification of pragmatic factors in virtual communication. (David, C. 2006). N. Mahmudov noted that modern communication is introducing a new stylistic layer into language development (Denis, M. 2010).

Main Part

Internet language is distinguished by its conciseness, speed, and emotional-expressiveness. In virtual communication, users strive to deliver information in a short and impactful format, leading to the widespread use of various abbreviations and acronyms. David C. interprets internet language as a hybrid form of written and oral speech (Bell, A. 1991). According to him, internet discourse is freer and more spontaneous than traditional written speech. For example, English abbreviations like "LOL," "OMG," and "BRB" have become active units of internet communication. In the Uzbek internet space, informal and phonetically simplified forms such as "zo'r" (great), "gap yo'ri" (no words/awesome), and "tinchmi" (everything okay?) are widely used. This phenomenon is linked to the principle of linguistic economy.

Another vital feature of internet language is multimodality. Research emphasizes that visual elements in digital communication are expanding the semantic potential of language (Mahmudov, N. 2013). Emojis, GIFs, and stickers have become pragmatic tools of internet language. For instance, there is an emotional-expressive difference between a plain "rahmat" (thanks – perceived as cold) and "rahmat " (thanks with positive emotion).

Here, the emoji functions as a semantic unit that quickly conveys an emotional state in virtual communication. Interactivity and dialogicity are highly observed in internet discourse. Bell A. analyzed the emotional and expressive nature of dialogic speech, noting that elements of conversation are shifting into written speech within virtual communication (Safarov, Sh. 2008). Consequently, internet texts are often characterized by spontaneity and informality. The phenomenon of code-switching is also widespread. Castells M. notes that globalization causes the migration of linguistic units (Van Dijk, T. A. 2008). The active use of English terms like "story," "like," "post," "chat," and "trend" in the speech of Uzbek internet users is clear evidence of this.

The pragmatic features of internet language are also of particular importance. Manipulative linguistic tools are widely used in advertising texts and social media posts. Scholars analyze the ideological and influential functions of language in media discourse, positing that media texts are essential communicative tools for influencing the audience's consciousness.

In Uzbek linguistics, the communicative aspects of text linguistics and the activation of pragmatic units in virtual communication have been studied extensively. These factors, along with internet language itself, are forming a new functional-stylistic layer of the language. It can be said that the linguo-cultural aspects of internet language are also significant; the national mentality and cultural values of every nation are manifested in virtual communication. At the same time, global internet culture significantly impacts national languages, representing one of the topical issues of modern medially linguistics.

Conclusion

As a promising direction in modern linguistics, medially linguistics studies the linguistic nature of internet communication. Internet language is a new functional form of language where abbreviations, emojis, multimodal units, and internet slang are actively employed. The scientific views of world scholars help us deeply understand the communicative and discursive features of internet language. The research of Uzbek linguists like Sh. Safarov and N. Mahmudov contributes significantly to the development of medially linguistics within national linguistics. In the future, exploring the connection between internet language and artificial intelligence, corpus linguistics, and neurolinguistics will further expand the scientific potential of medially linguistics.

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