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FEATURES OF THE SPEECH CULTURE OF YOUNGER GENERATION AND THE INFLUENCE OF THE INTERNET LANGUAGE ON ITS FORMATION

Abstract. People are increasingly using the Internet as a number one means of communication in the current world. It is used by every second person and is where they spend the majority of their time. The Internet and other global computer networks, as well as the ability to communicate in a variety of chat rooms, forums, and blogs, all contributed to the fast-paced improvement of information technology and laid the groundwork for the emergence of Internet language, which is now used outside the world web and is a big part of younger generation's speaking culture. Being a unique medium for communication, the Internet has given rise to unique forms of discourse, linguistic devices, and behavioral stereotypes. As a result, it is impossible to avoid seeing how the Internet influences the speech of those who use it: spelling errors, numerous typos, and a disregard for punctuation standards. This article is devoted to identifying the features of the speech culture of modern youth and the influence of the Internet language on its formation. The purpose of the paper is to find the features of the formation of the speech culture of modern youth and to determine the role of the Internet language in this process. Following our goal, we have identified the following tasks: To identify the origin and characteristics of the Internet language as a means of communication for the younger generation; Determine the reasons for the use of the Internet language by modern youth outside the Internet; Consider slang expressions frequently used by young people that originate on the net; To identify the features of the influence of the Internet language on the literacy of today's youth and their speech culture in general.

Keywords: Internet language, virtual identity, information and communicative technologies, slangs, speech culture, language of youth.

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ЖАСТАРДЫҢ СӨЙЛЕУ МӘДЕНИЕТІНІҢ ЕРЕКШЕЛІКТЕРІ ЖӘНЕ ОНЫҢ ҚАЛЫПТАСУЫНА ҒАЛАМТОР ТІЛІНІҢ ӘСЕРІ

Аннотация. Қазіргі таңда ғаламтор бірінші кезекте байланыс құралы ретінде қолданылады. Оны әрбір екінші адам пайдаланады, әсіресе, жастар көп уақытын ғаламторда өткізеді. Ғаламдық компьютерлік желілерде, форумдарда және блогтарда, сондай-ақ әртүрлі чаттарда сөйлесу мүмкіндігі ақпараттық технологиялардың қарқынды дамуына ықпал етті. Бұл бүгінде жастардың ғаламтордан тыс сөйлесу мәдениетінің маңызды бөлігі болып табылатын ғаламтор тілінің пайда болуына негіз болды. Ғаламтор коммуникативті орта ретінде қарым-қатынастың ерекше тәсілдерін, тілдік құралдар мен мінез-құлық стереотиптерін қалыптастырды. Нәтижесінде ғаламторды қолданушылардың орфографиялық қателер, тыныс белгілерін елемей сынды қателіктерге жиі кездесіп, оның сөйлеу тіліне әсер еткендігін байқаймыз. Бұл мақала қазіргі жастардың сөйлеу мәдениетінің ерекшеліктерін және оның қалыптасуына ғаламтор тілінің әсерін анықтауға арналған. Мақаланың мақсаты –

қазіргі жастардың сөйлеу мәдениетін қалыптастыру, ерекшеліктерін табу және осы процесте интернет-тілдің рөлін анықтау. Алға қойған мақсатқа сәйкес мынадай міндеттер айқындалды: жас ұрпақтың қарым-қатынас құралы ретінде Интернет-тілдің шығу тегі мен ерекшеліктерін анықтау; қазіргі жастардың интернет желісінен тыс интернет-тілді пайдалану себептерін анықтау; желіде пайда болған жастар жиі қолданатын жаргон сөз тіркестерін қарастыру; қазіргі жастардың сауаттылығына және олардың сөйлеу мәдениетіне интернет тілінің әсер ету ерекшеліктерін анықтау.

Тірек сөздер: ғаламтор тілі, виртуалды тұлға, ақпараттық-коммуникативтік технологиялар, жаргон сөздер, сөйлеу мәдениеті, жастар тілі.

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ОСОБЕННОСТИ РЕЧЕВОЙ КУЛЬТУРЫ МОЛОДОГО ПОКОЛЕНИЯ И ВЛИЯНИЕ ИНТЕРНЕТ-ЯЗЫКА НА ЕЕ ФОРМИРОВАНИЕ

Аннотация. Люди все чаще используют Интернет как средство коммуникации номер один в современном мире. Им пользуется каждый второй человек и именно там молодое поколение проводит большую часть своего времени. Интернет и другие глобальные компьютерные сети, а также возможность общения в различных чатах, форумах и блогах способствовали быстрому развитию информационных технологий и заложили основу для появления Интернет-языка, который в настоящее время используется за пределами всемирной сети и является важной частью разговорной культуры молодого поколения. Интернет как особая коммуникативная среда выработал особые способы общения, языковые средства и стереотипы поведения. В результате невозможно не увидеть, как Интернет влияет на речь тех, кто им пользуется: орфографические ошибки, многочисленные опечатки, игнорирование пунктуационных норм. Данная статья посвящена выявлению особенностей речевой культуры современной молодежи и влиянию интернет-языка на ее формирование. Целью статьи мы ставим нахождение особенностей формирования речевой культуры современной молодежи и определить роль Интернет-языка в этом процессе. В соответствии с поставленной нами целью определили следующие задачи: Выявить происхождение и особенности Интернет-языка как средства общения молодого поколения; Определить причины использования Интернет-языка современной молодежью вне сети Интернет; Рассмотреть часто употребляемые молодежью сленговые выражения, зародившиеся в сети; Выявить особенности влияния Интернет-языка на грамотность современной молодежи и их речевую культуру в целом.

Ключевые слова: интернет-язык, виртуальная личность, информационно-коммуникативные технологии, сленг, культура речи, язык молодежи.

Introduction

We live in the Internet age. The Internet allows you to communicate with people over long distances. Previously, our mothers and fathers, grandparents wrote letters, and with bated breath ran to the mailbox waiting for an answer. And now the signal of the mobile phone notifies us of a message. The Internet is a great resource for learning new and valuable things since it allows individuals from across the world to share their expertise in a variety of topics with us. We have become accustomed to these advantages to the point that we are unable to picture life without the network.

Today, the Internet serves as a popular communication tool for many individuals, particularly the younger generation, in addition to being a source of diverse information. Without understanding its language, full communication in a young environment is difficult. There is a connection between the characteristics of speech and those of the environment. Our reality, which is characterized by an accelerated speed of existence and a shift in cultural attitudes and values, is reflected in our speech. The vocabulary expands in tandem with the increase in life's pace since every new idea must match its word definition.

As a unique medium for communication, the Internet has spawned unique dialects, linguistic devices, and behavioral patterns. The rise in the overall volume of information, the rise in the number of countable units of information at various levels, and significant advancements in electronic, computer, and communications technology are the hallmarks of our age—the age of globalization and information upheavals. The global computer network is regarded as one of the segments of the media system and is a potent tool for gathering and disseminating information, along with electronic means of communication (communication via chats, emails, computer videoconferencing, discussion groups, electronic announcements, etc.). More than 83% of all Internet users are native speakers of one of the top ten Internet languages. English is the primary language used for online communication. Currently, there are about 38 million users on the Internet.

Materials and methods

The virtual world offers special options for communicating and expressing one's opinions. This has happened in part because individuals tend to talk and act in ways that conceal who they are to communicate more easily. As a unique platform for communication, the Internet has given rise to new kinds of language, speech behavior patterns, and communication methods. The language of the Internet is seen as a sort of speech, a channel for the interchange and transmission of information inside the Internet sector. The Internet and other global computer networks, as well as the ability to communicate in a variety of chat rooms, forums, and blogs, all contributed to the foundation for the birth of computer jargon was created by the fast advancement of information technology., which is now understood by both general computer users and specialists in specific fields like programmers.

It has recently been necessary to make considerable language changes to create a virtual picture of the world, which has paved the way for the birth of a new style—the style of Internet communication. This circumstance occurs often in the majority of nations and linguistic communities. The exclusions are those states where the World Wide Web has not advanced sufficiently, affecting how people may connect and live.

As Internet terminology is nearly never borrowed from another language, only English is unique in this sense. However, even in this case, linguists have stated that it is imperative to highlight a distinctive functional style called "Weblish" (Web + English), which is being employed by more and more demographic groups (Letyagina, 2022: 295).

The Internet's global linguistic area is actively becoming more global. Both advantages and disadvantages might be found after evaluating this method. Unfortunately, globalization has a negative impact on all languages. Due to its widespread use as a language for communication in virtual reality, English is the only language that is going through less change. But the right language that we know from the works of the British classics is gradually eroding from the English language over time. This is a result of the ongoing process of incorporating new words, frequently ones with Latin or Greek roots.

The Internet has a specific function for contemporary scientists. It has a big impact on how the national culture develops. The mass media, including radio and television, cannot be compared to this medium (Schiffrin, 2006:124).

The language of the Internet is not encoded, making it challenging to debate information dependability, one of the primary needs for current media due to its broad use.

Moreover, radio and television are primarily consumer-focused informative mediums and do not require open input. Since the Internet is essentially a communication platform, there must be two-way communication. There are news feeds, of course, but they are still designed to elicit a response or response from users, which might be expressed in comments or "likes."

Literature review

In his research, David Crystal describes the creation of a "virtual linguistic personality" as a phenomenon (Crystal, 2011, 32). The vocabulary of the Internet is incredibly fluid since the bulk of its users is relatively young and adaptable. By leveraging the features of online communication and

paying little attention to language standards, they try to express their thoughts and impressions, their points of view, and their stances. Users frequently go beyond the preexisting ideas in their efforts and create additional layers of terminology and professionalism, perhaps taking into consideration the preexisting notions of other languages. Comparing language composition replenishment with everyday communication is impossible in the Internet context. Although we are currently at the pinnacle of technological and Internet advancement, which inevitably necessitates changes in the linguistic environment, this process may lose part of its attractiveness in the future and collapse.

At first glance, there is nothing wrong with the fact that Internet users introduce new terminology into everyday life. But according to some linguists, the problem lies in the fact that they transfer it from the virtual world to real life, replacing literate speech with a stream of abbreviations, Anglicisms, and Internet slang (John, 2010:19).

It might be argued that the incorrect visual representation of a word created by primary perception is the primary contributor to illiteracy on the Internet and elsewhere. Schoolchildren read fewer books but spend more time online communicating and writing without restraint. Unfortunately, as the emphasis has shifted from books to the internet, jargon, vulgarity, and unprintable terminology have replaced the elite level of speech culture in the media and journalism.

There is also an opposite opinion. For example, M.A. Krangauz noted that the Internet does not at all reduce the literacy of the population, but rather, on the contrary, slightly increases it, since it attracted a huge number of people to written communication, in fact, never and nowhere, except for school, who did not write in large numbers (Krangauz 2017: 54).

Results and discussion

We can no longer deny how the Internet is actively influencing our spoken and written language today. It gives new terms and eventually replaces words from our original tongue with English equivalents. Many of these terms soon get ingrained in our language and gain enormous popularity among teenagers.

Virtual environments have their own vocabulary, methods of information presentation, sense of humor, and communication style. Typically, these are English words, slang, or a combination of both. It's difficult to ignore the reality that the Internet has an impact on how people speak nowadays, both verbally and in writing. As a result, the native language's words are not used correctly, punctuation is forgotten, and the culture of communication is lost. A natural and unavoidable trend in the evolution of language in the period of the development of the World Wide Web, language and speech on the Internet and in everyday communication are increasingly convergent.

Phrases are now ingrained in the vernacular and are not only Internet slang. However, there is a significant chance that this may result in a decline in the next generation's literacy and cultural awareness. One cannot undervalue how the Internet affects language. Several issues have emerged as a result of Internet slang becoming part of ordinary speech (Goroshko, 2015: 47).

As is well known, the qualities of online speech sometimes reflect those of informal conversation. These characteristics include spontaneity, lack of preparation, the desire to make a sentence shorter and simpler, the immediacy of the speech act, and the linear aspect, which can in some circumstances lead to either economy or repetition of speaking methods. Users interact with one another in the virtual world by exchanging text messages that are created in real-time using the conventions of impromptu speech.

It is crucial to remember that some of this terminology was introduced into English through indirect borrowings from other languages. Most recent borrowings in languages throughout the world are from the English language.

Such unchecked translation of English terms into other languages can result in the formation of exoticisms, jargon, and other unnecessary terminology, which frequently only clutters up our speech, as well as the proper introduction of the vocabulary required for modern communication.

Trends in word borrowing are particularly obvious on the Internet. Moreover, even a language type that is synthetic and has a substantial number of word formation and derivational models cannot stop spontaneous borrowing.

Despite the fact that many new lexical units are short-lived, they do have an effect on how language systems develop in general. One can observe the Internet's lexical neoplasm saturation when comparing it to different language settings.

In the language, borrowing is a rather easy and uncomplicated practice. A linguistic unit does not undergo a protracted development process before entering dictionaries and the realm of use. A ready-made linguistic phenomenon that was developed in another language is directly transferred into speech, where it is somewhat modified. And this is a justification for the tremendous rise in borrowing.

It might be challenging to keep up with the quickly evolving popular online terminology. Yet it is crucial for parents to learn their children's language if they want to remain ITK, or in the know, about what their children are saying online.

Online lingo frequently has one of three shapes:

- Substituting words with similar-sounding letters, for as changing "are" to "R" or "too" to "2"
- Acronyms - creating new words by combining the initial letter of many words, like in "lol" for "laughing out loud."
- Abbreviations, the practice of shortening words by deleting letters (often to conserve keystrokes or to stay within character constraints), as in the use of 'tho' in place of 'through'.

Yet, due to the impact of music, the internet, apps, social media, celebrities, and local dialects, apparently odd phrases can sprout out of nowhere (and go just as quickly). While some slang expressions are innocent, others—some of which are used to talk about sex, drugs, mental health, and eating disorders—may be more alarming to parents. In this review, we examine several forms of internet slang to interpret the language used by teenagers and tweens online.

Technology advancements have essentially spawned a new language made up of slang and specialized technical and professional jargon. Metaphors are characteristic of computer and Internet jargon. This is frequently the case because the foreign word serves as a metaphor (Brenda, 2007: 121).

Social networks have given rise to a new manner of communication and etiquette. Verbal interaction with a person is generally seen as putting some sort of load on him. In this way, the language aims for brevity and simplicity to make the discussion go as smoothly as possible. Now we can often encounter the phenomenon when people ask their interlocutor if they can call, and make a call only with permission.

Communication with SMS is quite convenient since we can answer the interlocutor at any convenient time, but this is not always rational. Often the solution to any issue is delayed for a long time, and people send dozens of messages to each other, although it would be possible to deal with the problem in one conversation.

When communicating on the Internet, people stopped putting an end, ignoring its spelling. This punctuation mark is often replaced by a smiley face. If the text consists of several sentences, then a period is placed between them, and at the end of the message it is considered redundant.

Because of the Internet, people began to turn less and less to books. Why look for the necessary information in a book, and waste time reading literature, if anything can be found in a couple of seconds in a browser? As a result, literacy rates have declined, especially for the younger generation who grew up in the age of social media and internet blogging. Children make spelling and punctuation errors in cases where the correct spelling seems obvious (Barkovich, 2015: 49-51).

Conclusion

In the modern world, the Internet is becoming a more and more popular place for people to communicate. Every second person its user spends a significant part of his/her time there. The ability to communicate in a variety of chat rooms, forums, and blogs, as well as the Internet and other global

computer networks, all aided in the quick advancement of information technology and paved the way for the emergence of computer jargon, which is now understood by both novice computer users and experts in specialized fields like programmers. As a result, it is impossible to avoid seeing how it influences the speech of those who use it: spelling errors, typos galore, and a disregard for punctuational conventions. A simpler language has been developed by young people for online communication. All of this, without a question, has the potential to negatively impact the younger generation's future and speech culture. Being a unique medium for communication, the Internet has spawned unique dialects, linguistic devices, and behavioral patterns.

The most astounding development of our day is the network language's continued use in print, television, magazines, and newspapers in addition to the virtual world. The level of literacy has decreased as a result of the widespread usage of this language because it is very practical and rapidly becomes habitual. People find it more challenging to communicate their ideas in skillful, lovely language.

English is the most used language on the web. Moreover, many Internet users around the world, including the CIS countries, combine English words with their native ones, inventing hybrid languages. Phenomena such as "Hinglish", a mixture of Hindi and English, and "Konglish", a combination of Korean and English, can be found on the Internet today.

In addition to inventing new ones, the Internet also uses existing words, giving them new, modern meanings. For example, the word "wireless", used in relation to the word radio since the beginning of the 20th century, today goes hand in hand with the word Internet. Another example is the word "stream", which was borrowed from English and means "stream of water". Recently, this word has been directly used to describe the flow of news, videos, photos, and other types of electronic information on social networks such as Vkontakte, Twitter, and Facebook.

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