LINGUA-CULTURAL PECULIARITIES OF SELF-EXPRESSING IN SOCIAL NETWORKS

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We must say that the role of emotion in online communication, particularly, from the perspective of social psychology and for older communications media like e-mail and chat rooms have already been investigated by many researchers. Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface.

There are several different online social networks, but for our purposes, we shall focus on the one that tends to be used mostly by learning professionals–Facebook. This network has its own unique style, functionality and pattern of usage. You will also find that different people are active in these different networks.

Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Internet to promote such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose.

The object of a social network is to find friends and expand relationships. Top social networking websites allows members to search for other members in a safe and easy to use environment. Common search functions include search by name, city, school and email address.

Facebook is the world's largest social network, with more than 900 million users. Mark Zuckerberg founded Facebook in 2004 while he was attending Harvard University.

Facebook has affected the social life and activity of people in various ways. With its availability on many mobile devices, Facebook allows users to continuously stay in touch with friends, relatives and other acquaintances wherever they are in the world, as long as there is access to the Internet. It can also unite people with common interests and/or beliefs through groups and other pages, and has

been known to reunite lost family members and friends because of the widespread reach of its network.

Some argue that Facebook is beneficial to one's social life because they can continuously stay in contact with their friends and relatives, while others say that it can cause increased antisocial tendencies because people are not directly communicating with each other. Some studies have named Facebook as a source of problems in relationships. Several news stories have suggested that using Facebook can lead to higher instances of divorce and infidelity, but the claims have been questioned by other commentators.

Status is a posting on a social networking site that indicates a user's current situation, state of mind, or opinion about something.

Many researchers have already investigated the role of emotion in online communication, particularly from the perspective of social psychology and for older communications media like e–mail and. These studies have typically used interviews or questionnaires to discover perceived communication patterns and emotion factors, such as personality types. It seems that no previous published study has investigated the role of emotion in SNS Friendship communication, although some have investigated aspects of emotion in SNSs.

An emotion is generally a response of a person to a situation in which he/she finds himself. A situation which is out of the ordinary one for an individual is likely to result in emotional activity. This emotional activity is generally random and disorganized. It is accompanied by feelings or pleasantness or unpleasantness and universally associated with marked changes in the chemistry of the body.

It goes without saying that, anger is one of those emotions that can be destructive and lead to various problems if it goes unnoticed. Although it can be tough sometimes, with the various *types of anger* around, recognizing when anger first occurs is a key factor in determining what to do when it rears its ugly head.
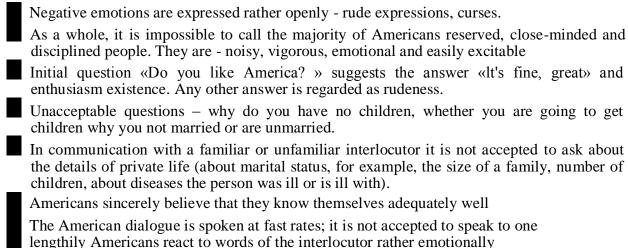
Here are 12 of the most common kinds of anger.

- Behavioral Anger; Passive Anger; Constructive; Self-inflicted Anger; Volatile; Chronic Anger; Judgmental; Overwhelmed Anger; Retaliatory Anger; Paranoid; Deliberate Anger

The communicative behavior of the people is defined by their national mentality and national character.

We have set out to research one of the Western and one of the Eastern cultures involved in network interactions. We would like to analyze one of their negative emotions - anger. We take American and Korean people. So, according to this, let us look closely at their cultural peculiarities. The sociologist of Lord to Bryce describes Americans as good-natured, promising, formed, moral, religious, but not reverential, with a commercial vein, sociable; thus he considers them changeable and conservative.

Americans' culture:

- Negative emotions are expressed rather openly - rude expressions, curses.
- As a whole, it is impossible to call the majority of Americans reserved, close-minded and disciplined people. They are - noisy, vigorous, emotional and easily excitable
- Initial question «Do you like America? » suggests the answer «lt's fine, great» and enthusiasm existence. Any other answer is regarded as rudeness.
- Unacceptable questions – why do you have no children, whether you are going to get children why you not married or are unmarried.
- In communication with a familiar or unfamiliar interlocutor it is not accepted to ask about the details of private life (about marital status, for example, the size of a family, number of children, about diseases the person was ill or is ill with).
- Americans sincerely believe that they know themselves adequately well
- The American dialogue is spoken at fast rates; it is not accepted to speak to one lengthily Americans react to words of the interlocutor rather emotionally

Koreans culture:

■ Communications should be brief and to the point - Koreans prefer nutshell as opposed to waffle.

■ Insults and discussion of sensitive issues between newly associated parties are strictly taboo and should only be broached with the introducer.

■ Greet people individually; the same applies when saying good-bye.

We'd like to have an analysis of lingua-cultural peculiarities of self-expressing in social networks from one of the most popular social network site – Facebook. Nowadays it is not so hard to identify people, who are dissatisfied with many things. Thus we proceed to compare Americans and Korean people.

For example: (Americans)

- God bless you Senator Sanders! (SparkyMcBiff)
- You sound putzy. (Scott Johnson)
- Homer Simpson. (EternalxJourney)
- Sanders is pissed off (Wagner Gomes)
- We are soooooooooooooooooooooo screwed! (Wagner Gomes)
- IM MAD AS HELL AND IM NOT GUNNA TAKE IT ANYMORE!!!!! (John Farley)
- You are TOTALLY wrong! He is a nut (Daemon Nice)

These comments are from one movie in Facebook. They show their discontent with Senator Bernie's words. They do not agree with his opinion. Americans react to words with much emotionality.

Basically, they communicate on a more superficial level; serious themes are not touched upon; "heart to heart" talk is a rare occasion. So when they have problems in life, they have to consult a psychiatrist rather than sharing their concerns with others.

On the topic of politics and religion, they are unlikely to speak on. They talk about work, weather, cars, repairs of houses, road traffic, etc. If one talks to Americans about some deeper concerns and personal matters, or analyzes something, they will not encourage it. Also you can have trouble arguing with them, the same goes for disagreeing, contradicting, and interrupting.

Practically in all situations Americans are inclined to direct, open discussions on any problems which arise between them and the interlocutor, and the tendency to call things by their names avoiding innuendoes is obvious.

It is connected with the aspiration of Americans as soon as possible to settle all problems which have been especially connected with business. The frankness which was found in these situations of Americans sometimes is treated by foreigners as sharpness or even roughness.

Americans are very direct in expression of emotions. It is not accepted to hide emotions; positive emotions can be publicly expressed by the extremely emotional interjections.

One more important manifestation of the American frankness is the habit not to hide personal problems in verbal interaction and be free about telling about them.

So, according to the above comments, we can determine to what type of anger it is related. All of these comments are related to behavioral, passive, verbal and retaliatory kinds of anger. They are aggressive towards whatever triggered their anger. This can be someone who always seems to act out, or is troublesome. They are expressed through words and not actions. They criticize and insult people (put them down). Their comments occur as a direct response to someone else lashing at them. People use sarcasm or mockery.

Example of Korean people's comments:

- They must be insane!
- I've met my share of dumbasses, creeps and weirdoes but rapists??
- Look how mad that hippie is!
- You done what you came for now go home and sort out you economy.
- Koreans are not easy to defeat we are determined and fight till the end!

As you can see Koreans are more reserved in expressing their discontent. These comments are taken from the news.

This topic is about Anti-Japanese, anti-American, anti-new government protests. It is claimed that every year the number of protests and demonstrations average 11,000 while large-scale deployments of riot police average 85. A humiliating history of colonization and a strong sense of crisis have created ―angry Koreans‖ . Over the years there was a lot of crime; people burned themselves, made suicidal jumps from roofs, rioted, etc.

Some scholars believe that because of Korea's small size and limited resources, there is a widespread sense of crisis and urgency amongst the people, creating the ―angry Koreans‖ , allowing them to use an indomitable spirit to fight for democracy, equality, and justice, crying out for their country's future and their nation's prosperity.

Koreans do not like excessive display of emotion.

Similar to the Americans' comments, all of the given Koreans' comments are referred to behavioral, verbal, retaliatory types of anger. Such comments like ―I've met my share of dumbasses, creeps and weirdoes but rapists??‖ and ―You done what you came for now go home and sort out you economy‖ can pertain to judgmental anger. They put other people down and make them feel bad about themselves, or their abilities. They express their feelings by making those around them feel worthless. They also are aggressive towards whatever triggered their anger. This can be someone who always seems to act out, or is troublesome. Sometimes the outcome is physical abuse or attacks against others. They are expressed through words and not actions. They criticize, insult people (put them down) and complain. Their comments occur as a direct response to someone else lashing at them. People use sarcasm or mockery, as a way to hide their feelings, typically express this form of anger.

We did not observe any constructive, self-inflicted, volatile, chronic, overwhelmed, paranoid and deliberate types of anger. We failed to trace the precedence when people were acting out by punishing themselves for something they had done wrong. The described utterances did not show us the form of anger which occurs in varying degrees. There were not any comments which would show us that a person we had come across was seemingly angry for no reason, or mad all the time. There was not any person who would feel jealously towards others, because they felt other people had or wanted to take what was rightfully theirs. Or they did not act out because they felt intimidated by others. They did not use anger to gain power over a situation or person. A person expressing this form of anger may not fall into anger, but will get angry when something does not turn out the way he/she wants. These two different cultures have no such gaping differences between social networking modes. But they have some distinctions in their cultural behavior in respect to etiquette and openness.

So, American-based SNSs exhibit more frequent self-discourse, and rely more on direct text-based communication. Asian-based SNSs tend to have tighter social relationships, with their practices reflecting an indirect communication style and less open self-disclosure.

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