LINGUISTIC PERSONALITY IN INTERNET COMMUNICATION

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The Internet, which emerged at the end of the last century as a means of data transmission, has by now managed to turn not only into a huge information field, but also a new communicative environment that allowed us to identify various ways of human interaction. Communications on the Internet are multifunctional: they are focused on Internet-mediated self-expression and interpersonal synchronous and asynchronous communication of users in order to form strong social ties.

Over the past ten years, there have been a lot of publications devoted to the study of the functioning of the network language, the ways of forming a network identity and the presentation of a virtual personality, the flow of speech processes on the Internet in general.

Exploring the language of the Internet, where a text immersed in a communication situation is considered as a discourse [1, p. 137], this made it possible to identify new types of discourse that did not exist before: computer (electronic) discourse, network discourse, Internet discourse, virtual discourse.

A common characteristic of all types of discourse, distinguished on the basis of the communicative environment of the Internet, is the mediation of communication, and the distinguishing features, partially overlapping each other– are the virtual communicative environment, electronic communication channel, multiple communication mode.

Examining the new communicative space that has emerged on the basis of the Internet, in recent years linguists have increasingly turned to the study of various characteristics of participants in discourse who are linguistic personalities, that is, personalities who exist in the language space, use verbal signs and represent a set of abilities to create and perceive speech works. Each of them represents an original linguistic personality, capable of vividly and non-trivially representing himself

with the help of linguistic uniqueness represented by all levels of the language. The phenomenon of a virtual linguistic personality has a serious linguocreative potential, which in the conditions of digital virtual realities is a powerful communicative resource.

The goals of communication on the Internet and the manifestation of linguistic personality are numerous. [2, p. 177]. However, they can probably be reduced to two main: 1) influencing the reader (manipulation of his consciousness, attracting attention, reducing the distance between the author and the reader, creating a trusting atmosphere of communication, entertaining the reader); 2) author's self-presentation (the possibility of self-identification, honing witty skills, creating his own idiostyle, emotional self-expression, linguistic creativity).

Moreover, in most cases, the communication process is supported in this environment only by text exchange. As Cheryl Tekle wrote in a paper on virtual identity studies, "You can become anything you want. You can, if you want, completely "reinvent" yourself. You can become a person of the opposite sex. You may be less talkative. You can just be who you want to be. And you don't have to worry about how others will perceive you. It is very easy to influence this perception, because all their ideas about you are based on what you show them. They don't see your body and don't make any assumptions about it. They don't hear your accent and don't draw any conclusions from it either. All they see are your words". [3, p. 12]. On the Internet it plays the role of a "mask", put on a virtual "I".

For example, Blogs. They stand out against the background of most other genres of Internet communication for their individualization. This is a priori a personal virtual space, so we often meet the nicknames of bloggers representing names or a combination of first and last names: Vlad Paper, Dava (David Manukyan). The nickname can also serve as the name of a famous person, a historical figure, a fabulous, mythical or movie character: Vanessa Paradis, Elvis M-Jackson, Shrek, Apollo, Tristan, Pythagoras, etc. Some Internet users show their linguistic personality by choosing phrases or whole phrases as a network name, often reflecting a person's attitude to the world, the contents of a diary or their own assessment: Don't Forget Food, from-the-other-side-of-the-world, don't worry de happy.

The communicative space of a linguistic personality is closely connected with the motivational level reflecting its pragmatic characteristics, and represents "a set of spheres of speech communication in which a certain linguistic personality can realize the necessary needs of his being in accordance with the linguistic, cognitive and pragmatic rules accepted in this society" [4, p. 477]. In this regard, researchers of the virtual communicative space will be interested in the following main areas:

1) a self-virtual communicative space as such, which is created and used by a person, his creativity; (blogs, interactive courses and etc.)

2) a virtual linguistic personality as a specific type of user, immersed in a virtual communicative space and having certain pragmatic characteristics.

3) genres of Internet communication.

Modeling the genre space of the Internet is an extremely difficult and probably impossible task. This is due to the complex nature of communication on the Internet. The Internet is a multidimensional space that accommodates various types of discourses and forms of interaction. And those researchers who are trying to create an exhaustive classification of Internet communication genres in general are unlikely to be able to do so in the near future. And if the number of genres that can be distinguished on the basis of specific structurality, compositionality of the text due to new information technologies (such as, for example, e-mail, chat, forum, blog, etc.) can still be calculated, then the number of speech genres is so large that it is hardly possible to take them all into account within one classification in the same way as trying to calculate genres of communication not mediated by a computer. So, those studies in which the object is not the entire communicative space of the Internet as a whole, but only a certain part of it, can be more successful. For example, such speech genres as flame, online flirting, virtual romance, flood, spam are specific for virtual discourse.

Considering the values and goals of a linguistic personality in Internet communication, we can talk about the allocation of tertiary socialization, inculturation, self-presentation and entertainment. The values of virtual discourse include unlimited availability and speed of obtaining information and making acquaintances, anonymity, the absence of spatial boundaries, blurring distances and erasing the role of the time factor, democratic communication, freedom of expression. [5, p. 374]. Such use of opportunities the use of the Internet allows creators to develop their careers without stocking up in a narrow circle of immediate surroundings. For example, Richard Branson and Adnan Ibrahim present their resumes and professional projects in blogs, Aurore Base talks about his political project, and a blog is necessary for him to be able to get feedback from readers.

For successful Internet communication participants still need to be competent about what is the norm for this type of interaction, and what can lead to its violation. In other words, a linguistic personality in Internet communication must possess certain knowledge, ideas, skills and abilities necessary to maintain communication and exchange information within the appropriate communication situation according to certain goals, i.e. must have communicative competence.

The communicative competence of a linguistic personality consists of three components: encyclopedic, linguistic and interactive [6, pp. 105-124]. Encyclopedic competence finds expression in a person's ability to verbally describe the state of affairs in a particular fragment of the world, for example, the specific domain. Linguistic competence is evidenced by the ability to use the arsenal of a particular language to achieve their goals. Interactive competence is manifested in the ability to establish language (speech or text) contact with a communication partner, maintain or interrupt this contact, while observing the rules and conventions of communication adopted in this language team.

On the one hand, the encyclopedic competence of a language personality does not differ from the encyclopedic competence in a situation of non-mediated communication and consists in the presence of communicants of certain knowledge on the topic of conversation. Also, the encyclopedic competence of the average participant of virtual discourse, compared with the average person who is not connected to Internet communication, is higher in terms of knowledge from the field of new information technologies and ways of using these technologies.

The linguistic competence of the participants of the virtual discourse consists in the knowledge to use verbal means in all the variety of their grammatical-paradigmatic, semantic-syntactic and associative connections. From the fact that the speech of the participants of the virtual discourse is a fusion of oral and written speech, including computer slang and Internet slang, specific abbreviations and abbreviations of words, original syntactic constructions, etc., then for adequate communication on the Web, an Internet user must know all these features and be able to correctly use and perceive this new oral-written form of speech [7, p. 256]. The highest degree of possession of linguistic communicative competence is the ability of a user to engage in a language game. For instance, compare these two sentences:

There's a 20% discount for users who spend over $500

I'll give you a 20% discount if you spend over $500

The change from "users" to "you" is appropriate in Internet communication. Anothr example is Hiut Denim's website, he uses a conversational tone, using short sentences, simple words, and tight writing:

" *We make jeans. That's it. Nothing else. No distractions. Nothing to steal our focus. No kidding ourselves that we can be good at everything. No trying to conquer the whole world. We just do our best to conquer our bit of it. So each day we come in and make the best jeans we know how.*"

Interactive competence in virtual discourse consists in the knowledge and adequate use by the user of the rules of network etiquette, as well as the ability to communicate in various genres.

The creativity of a linguistic virtual personality in the communicative space of the network is constantly growing. Moreover, this growth has still been going on at all language levels, which makes

the network language a unique research object. On the Internet, we are witnessing an explosion of popular speech-making that captures all language levels, but this is especially clearly seen in the example of online vocabulary and special computer slang, the revival of the epistolary genre, the use of language game techniques.

However, this innovation is often expressed in deviation from graphic and grammatical language norms. The principle of "I write as I hear" is becoming a kind of communicative norm on the Internet [8, pp. 98-132]. Example can be abbreviations (lol — laughing out loud, brb — be right back, btw — by the way), and hashtags #ICanEatWhateverIWant, #trending, also "trolls" usually post or respond to comments in a way that will annoy or anger the most people possible. There's a saying online, "Don't feed the trolls." This means you shouldn't interact with someone who is "trolling," since it will only encourage them

Plunging into the world of the Internet, a linguistic personality can both remain himself and experiment with his identity. A linguistic personality, for whom the Internet is another additional way of communication, does not seek to build an image significantly different from her real Self. This linguistic personality is quite real and gives reliable information about himself on various Internet resources where his communication takes place.

However, the physical non-representation and anonymity of Internet communication partners give them the opportunity to level out a number of parameters that are an integral part of the linguistic personality in the process of non-mediated communication. As a result, a linguistic personality can change its attitude to time and space, be characterized by a high degree of absorption in network activity even when in the absence of an ultimate goal, her worldview accents may shift, when orientation to others in the process of communication is replaced by self-orientation, her behavior begins to be characterized by a greater degree of polarity, i.e. falling into some extremes, and her sense of fear for the safety of her own life is dulled [9, p. 328]. In other words, a virtual language personality appears here, which is not identical to the real language personality that stands behind it. The highest degree of playing with one's own identity is the creation of a quasi-identity by a linguistic personality and its management.

The problem of identity of a virtual linguistic personality is closely related to self-presentation, which is a combination of verbal and non-verbal means directed by a linguistic personality to form a certain impression of himself in his interlocutor. The main means of self-representation of a linguistic personality in the process of Internet communication is its communicative behavior. Only by manifesting themselves in communication, a linguistic personality can be noticed and appreciated by communication partners.

However, before opening up in the process of communicative behavior, participants in Internet communication need to attract the attention of potential communication partners. And here we can talk about the use of a linguistic personality to communicative linguistically relevant means of self-representation of a linguistic personality, linguocreativity.

It is also worth noting the emotionality. Emotional saturation in Internet communications has a compensatory character in the conditions of almost complete absence of non-verbal means for transmitting emotions and describing emotional states. It should be noted that emotional saturation in this environment is achieved both with the help of graphic verbal means (the use of capital letters, repetitions of punctuation marks, emoticons, etc.) and special software graphical means sewn into the software shell, for example, a graphic image expresses a certain emotion and is added to a text message [10, p. 296]. For example: "Kind of cute. Kind of cringe.", "This outfit deserves applause. (Clap emojis)".

The dominance of the English language on the Web has led to the fact that the Internet has become a means of hierarchical distribution of linguistic skills and resources both within one nation

and between different states and language systems. As a result, there was an inequality of language systems and the absorption of some languages by others. (Кринж, спойлер, дайрект)

The totality of works created by language personality of Internet communication that cannot be transferred to paper or are greatly devalued during such transfer is called net literature and is a nonlinear, dynamic and multi-author art, the main characteristics of which are 1) non-linearity of the text, 2) interactivity, 3) dynamism.

The Internet as a medium of texts provides the author with a number of tools and techniques that are not available on paper [11, p. 136]:

non-linearity of the text: due to hyperlinks, the reader can independently build his own trajectory through the text;

interactivity of the text: the author can provide readers with the opportunity to add the existing text — in accordance with certain rules or in an arbitrary way;

multimedia content of the text: it is easy to insert sound files, files with animated images, etc. into a literary work posted on the Internet.

In conclusion, the Internet forms a special communicative environment, a special place for the implementation of the language, which has no analogues in the past. The virtual reality of the Internet, as it develops, acquires the features of a new world and lifestyle, which stimulates the emergence of new means of communication. Considering communication on the Internet, we can talk, first of all, about the participants of communication, and only then about their goals, values, strategies, used precedent (cultural) phenomena, genres of speech. Thus, the linguistic personality is the core around which the whole "action" unfolds.

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