

LEXICAL RESOURCES OF NETWORK COMMUNICATIONS IN RUSSIAN LANGUAGE (A PROBLEM STATEMENT)

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ABSTRACT

The article presents an analysis of the lexical resources of web content. The material for the study was data from the social networks VKontakte, Facebook and Live Journal. The format of the web resource will determine the preferences that users (or moderators) give to specific speech means. The lexical resources of network communications in the Russian-language media space make it possible to identify the features of the development of virtual communication, as well as to supplement information about the synchronous state of the lexical system of the Russian language and therefore require further fundamental research. Lexical resources create an expressive background, convey emotions, feelings and assessments of actors, which is one of the important tasks of network communication. New formats presented in the web environment neutralize the differential characteristics of oral and written speech, which opposed these linguistic forms in previous periods of linguistic development, correspond to the desire to save speech means and achieve the speed of transferring information in writing on mobile media, similar to oral. The study of the features of the functioning of lexical means on network platforms shows that the virtual environment is only a new functional sphere of using the Russian language and reflects the main features of the development of the lexical system.

Keywords: *social networks, Vkontakte, Facebook, Live Journal, lexical resources.*

INTRODUCTION

Network content provides tremendous opportunities for analyzing the characteristics of the development of the modern Russian language, speech behavior, the specifics of linguistic consciousness and the linguistic picture of the world. In particular, lexical resources most clearly define the tonality of the media text and determine its specificity. Social media is one of the most popular communication formats. According to Brand Analytics [12], the rating of Russian-speaking networks is as follows:

Name	Number Of Authors	Number Of Messages
Instagram	25 290 835	167 254 996
VKONTAKTE	19 397 879	181 972 956
Facebook	2 252 463	53 453 643
Twitter	936 187	38 363 251
Livejournal	53 970	2 571 832

Instagram's leading position proves the importance of visual information in modern communications. Meanwhile, for the analysis of the functioning of lexical resources, the most important are VKontakte, Facebook and Live Journal. VKontakte has long been the most demanded platform for Russian-speaking users, since the resource's technical and communicative tools allow using simple and convenient formats for creating, transmitting and perceiving information. Facebook has occupied a niche of professional communication in the Russian-speaking media space, but the network is also used for political, social and personal communications.

LiveJournal represents the blogosphere, which allowed the resource to become a platform for the formation of key ideas, which are then disseminated through the networks VKontakte and Facebook.

Twitter's position in the Russian-speaking media space differs significantly from the English-speaking one. The main advantage of the resource is determined by the laconic format, which allows you to quickly and compactly transfer relevant information, and is based on the specifics of the analytical structure of the English language. The length of words, morphological and syntactic features of the Russian language significantly reduce the importance of the platform's advantages. The technical characteristics of Twitter make it quite easy to collect content, but its analysis is of dubious value, since a significant part of the actors in the Russian-language version are artificial entities, bots, etc., performing certain political tasks.

The development of the web space has led to the emergence of fundamentally new communication formats that level the differential and integral features of oral and written speech [12.p.152], etc. Analysis of lexical resources of network communications shows that the virtual environment is a new functional area of using the Russian language, but the processes that it proceeds, reflect the main features of the development of the lexical system. So, in network communication, the entire register of the national language is represented (literary language, territorial and social dialects, vernacular). In the speech of users, elements of the active stock of Russian vocabulary prevail, however, in certain communicative situations, a passive vocabulary can also be used. Neologisms, occasionalisms, historicisms, archaisms serve to designate new phenomena, objects, create stylistic effects, and express the creative potential of users. The format of the web resource will determine the preferences that users (or moderators) give to specific speech means. VKontakte, Facebook and Live Journal differ in the features of using lexical resources in accordance with their functional and communicative characteristics. The work analyzes only integral phenomena that allow tracing the use of lexical means in a networked environment, which show the importance of such data in analyzing the development of the modern Russian language. New communication channels and carriers of information lead to the emergence of linguistic forms, allow researchers to talk about innovative lexicographic practices that users develop to achieve the speed of written communication on the network, not inferior to oral one, to convey feelings and emotions. This model of formation and perception of information has a similar basis with the concept of hieroglyphs and ideograms [14.p.58].

One of the means of replenishing the vocabulary of any living language is traditionally lexical borrowings. The functional significance of a foreign language word in the borrowing language is determined by its semantic independence, the absence of equivalent synonyms, usage, regularity in speech, stylistic neutrality, the degree of word-formation activity, types of various semantic and syntactic connections with other words (see, for example: [[9], [5], [3], etc.]). In some cases, foreign language lexemes can quickly become full-fledged elements of the Russian lexical system: Hello everyone after a daily ban. The main thing that I was missing was the ability to like you, my dears [Facebook] (in the examples, the author's spelling and punctuation are preserved).

Such forms are actively included in typical word formation schemes, participate in the re-segmentation of foreign language additions (video content, media holding, mass media, etc.). Borrowings can be used as motivating foundations in morphemic and semantic word formation: ... technological mediation (mediation) - or what can be called mediatization - makes a significant contribution to the perception of trauma [Live Journal].

As in previous periods of language development, borrowings denote phenomena and objects that are associated with new areas of activity (blockchain, transaction, cryptocurrency, bitcoin, etc.). Exoticisms that

convey national specifics are used, for example, in travel posts, to create the color of a country or people, the peculiarities of a region (chungur, saz, tar, zurna, etc.). Foreign language inclusions, or barbarisms, popular in literary texts of the 19th century, are widely used in modern virtual communications to include foreign language components in the text. Such phenomena can be caused by translation difficulties, the lack of a generally accepted translation of the word, stylistic tasks, etc.: One of the videos was posted on YouTube by a user under the nickname Billy Six and, judging by the soundtrack, this private video was filmed by accidental eyewitnesses literally at the time of the fall Boeing [Ibid]. In the speech of network communities, as well as in professional speech, there is an active tracing process, which allows you to quickly adapt foreign language nominations: Report to cheap-trip () yandex.ru if you get spammed after posting to Chiptrip. One of the most striking features of the Internet language are neologisms, which denote numerous new phenomena, objects, processes, etc., for example, characterizing the virtual environment [1], [7], [5], etc. It is natural that many of these lexemes are foreign language. On interactive "conversational" resources (social networks, chat, forums, etc.), elements of social dialects (argos, jargons) and vernacular forms are widely used, which often perform phatic and expressive functions: For those who already think that, 'yes, this is gon, a lie' and so on, I will say. That according to the law, if he made such a mess, they would have the right to prosecute him for libel, which, as we can see, does not exist! [In contact with]. On the other hand, in a certain context to create stylistic effects, for example, stylistically marked archaic vocabulary can be used: (...) You say, they say: "neglect, waltz! What an unseen - the embezzler-grandee! ".

Proper names can be used in an evaluative-common sense, mainly with a pejorative connotation. This semantic model has been known since the 19th century and was quite widespread in the language of traditional media in the 20th century: To everyone who is tired of theft and lies, from a dying economy and sweet promises, from rotten courts, from terrible stratification, from flashing lights and children of officials, from criminality and lawlessness, from the Rotenbergs, Timchenko, Yakunins, Raldugins! [Ibid.]. The desire to save speech means leads to the use of abbreviated forms characteristic of colloquial and everyday speech: a significant group of protesters moved along Tverskaya towards Revolution Square and Manezhka. Expressiveness can also be expressed with the help of phraseological units: To be honest, well, no one expected this from the long-hardened ones. It seems to us like: 'until the fried bird bites, they won't miss it'. Often, the expressiveness of phraseological units is enhanced with the help of a conscious transformation: Beat your thumbs up, save Russia Anti-Semitic newspaper "Zhidye-beat" [Live Journal]. Reduplication also serves as a technique for conveying the expressiveness of the message: Umershumer, if only you were healthy [Facebook] Thus, the lexical means of network communications in the Russian-speaking media space make it possible to identify the features of the development of virtual communication, as well as to supplement information about the synchronous state of the lexical system of the Russian language and therefore require further fundamental research. Lexical resources create an expressive background, convey emotions, feelings and assessments of actors, which is one of the important tasks of network communication. New formats presented in the web environment neutralize the differential characteristics of oral and written speech, which opposed these linguistic forms in previous periods of language development, correspond to the desire to save speech means and achieve the speed of transfer of information in writing on mobile media, similar to oral. The study of the peculiarities of the functioning of lexical means on network platforms shows that the virtual environment is only a new functional sphere of using the Russian language and reflects the main features of the development of the lexical system.

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