INTERNET DISCOURSE FEATURES IN MODERN SOCIETY
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Abstract. Modern realities are such that Internet discourse should be given special attention. On the one hand, it covers most of our modern life, on the other hand, it often violates not only linguistic norms, but also ethical postulates, which is explained by negative trends in society, neglect of cultural foundations and eternal values. The situation requires an immediate solution, in connection with which there is an urgent need to consider the problem of communication on the Internet and the purity of the native language. It is important to monitor the quality of linguistic communication, especially in the context of digital interaction, since in the modern context it occupies a huge, significant niche and it is an indicator of the diseases of society that must be eliminated. The subject of the study is modern communication in various social networks, as well as various online publications that cover current events. The object of the study is the Russian language, lexical units, as well as invective vocabulary, which is observed in modern Internet discourse. The relevance of the study lies in the urgent need to highlight the problems of verbal communication on the Internet, prescribing appropriate rules and norms of adequate communication to the Internet discourse, eliminating grammatical and lexical errors in messages. The novelty of the study lies in the development of a number of recommendations for the purification of the Russian language from language and speech units that do not meet ethical standards, observed in modern Internet communication. The work is recommended for teachers,

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ХАРАКТЕРИСТИКА ИНТЕРНЕТ-ДИСКУРСА В СОВРЕМЕННЫХ РЕАЛИЯХ
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Аннотация. *Современные реалии таковы, что интернет-дискурсу следует уделить особое внимание. С одной стороны, он охватывает большую часть нашей современной жизни, с другой стороны, в нем зачастую происходят нарушения не только языковых норм, но и этических постулатов, что объясняется негативными тенденциями в обществе, пренебрежением культурных основ и вечных ценностей. Ситуация требует немедленного решения, в связи с чем возникает настоятельная необходимость в рассмотрении проблемы общения в интернете и чистоты родного языка. Важно следить за качеством лингвистической коммуникации, особенно в контексте цифрового взаимодействия, так как*

именно оно в современном контексте занимает огромную, значимую нишу, является индикатором болезней общества, которые нужно устранять. Предметом исследования является современное общение в различных социальных сетях, а также различные интернет-издания, которые освещают современные события. Объектом исследования является русский язык, лексические единицы, а также инвективная лексика, которая наблюдается в современном интернет-дискурсе. Актуальность исследования заключается в настоятельной необходимости освещения проблем вербального общения в интернете, предписание интернет-дискурсу соответствующих правил и норм адекватного общения, устранение грамматических и лексических ошибок в сообщениях. Новизна исследования заключается в разработке ряда рекомендаций по очищению русского языка от несоответствующих этическим нормам языковых и речевых единиц, наблюдаемых в современном интернет-общении. Работа рекомендована преподавателям, методистам, студентам, аспирантам и широкому кругу лиц, заинтересованных в использовании качественного русского языка в современных реалиях цифрового и непосредственного взаимодействия.

Ключевые слова: *интернет-дискурс, этические нормы, лингвистическое взаимодействие, общение, чистота языка, современное общество, культура.*

Introduction

The article deals with the actual problem associated with numerous violations of ethics in the Internet discourse. It is the increasing verbal aggression of the authors of media texts and their disregard for the cultural mission of the mass media in modern society in the era of the information explosion that is noted nowadays [1]. The authors come to the conclusion that the Internet discourse has a huge impact on the formation of the language taste of the era and the cultural values of society, but this influence is still poorly studied and is almost not regulated by the state.

It is difficult to imagine the modern speech activity of Russians without immersion in the Internet discourse, the study of which was started quite recently due to the novelty of the object and its multifaceted nature [2]. It seems that any research tasks related to the mass media sphere should be solved in the context of a discursive approach, the methodological principle of which is anthropocentrism, which is a heuristic principle and is implemented in the study of language and speech in close connection with the development of human thinking, while reflecting its internal state, and also taking into account universal, national, cultural and social values. All these aspects can be studied within the framework of linguistic ethics - a new scientific direction, at the forefront of which is the study of media discourse in the context of the ethical norms of speech culture [3]

Materials and methods

It is known that speech activity in mass media communications should be regulated not only by linguistic, stylistic, but also ethical norms. Linguistics as a direction in the study of Internet discourse originated at the intersection of linguistics, philosophical ethics and deontology in post-perestroika times due to the fact that violations of ethical norms in the speech activity of representatives of creative professions working in the mass media infosphere during this period became so numerous that they could not help alarming the public, including the philological one, so linguists increasingly began to devote their scientific and popular science research to this problem [4].

So, in our work we used comparison, analysis, synthesis, empirical methods.

Authors' approaches

Scientists are sure that linguistic methods of expressing moral and ethical deviations in the life of society are in the field of view of linguistic ethics [5]. Linguistics undoubtedly goes back to the ethical aspect in the culture of speech, it is in this discipline that, in addition to linguistic, stylistic and communicative, ethical norms are also distinguished. Thus, in the book "Culture of Speech" it is noted that ethical norms are embodied in special etiquette speech formulas and are expressed in statements by a whole ensemble of multi-level means: both full-significant word forms and words of non-significant parts of speech (particles, interjections) [6]. This work also notes that foul language is also communication, but it is ethical norms that are grossly violated in it. It seems to us that speech ethics prescribes to the communicating parties such rules of speech behavior that are based on the moral foundations accepted in a given society, in the context of national and cultural traditions.

Results

Linguistics as a scientific direction draws attention to the fact that modern society, centralizing and highlighting political problems as the main ones, does not realize the obvious fact: none of the identified problems can be solved if humanity does not rely on ethical thinking. The rapid expansion of Internet discourse and network communication, coupled with the crisis of content verbality and the expansion of visualization, exposes pain points precisely in the ethics of virtual communications. It is no coincidence that a law was recently passed prohibiting the use of obscenities in social networks. However, this phenomenon, which goes beyond the scope of ethics, has firmly taken root and continues to flourish victoriously there [7]. The fact is that in the liberal 90s this genie was out of the bottle and now it will be very difficult to drive it back. Thanks to the post-perestroika mass media, swearing has become a mass phenomenon, since then the pain threshold of sensitivity to obscene vocabulary has been reduced for all of us. It is known that obscene words and expressions, the so-called obscenisms, have strict ethical regulations for use in public communication. But even extreme forms of obscenism (words of Russian obscenity) were widely replicated until 2013 without retouching in many popular tabloids. To this it should be added that the modern infosphere as a set of information, information infrastructure, entities that collect, form, disseminate and use information, as well as the system for regulating the resulting public relations, is greatly modified due to the active introduction of non-professional media creators into it. Today, not only representatives of creative professions (journalists, writers, public relations specialists) are the creators of media content, but also almost all active Internet users. It is in their person that journalists get competitors in creating a mass Internet product in the context of media culture. Undoubtedly, among the most important concepts that structure the concept of media culture, the dominant role is given to language [8]. The problem of language and culture develops into the problem of language culture, ideally everyone, from the president to the merchant, should strive for exemplary speech, realizing the connection between accuracy and clarity of thought with the refinement of the word [9]. Internet discourse provides countless examples of swearing and slander, and we encounter the dominance of abusive language not only in the posts of newly minted media creators (bloggers, streamers, tik-talkers), but also in the speech of experienced professional journalists. A vivid example is the texts of some journalists, who position themselves as cynics and deny the culture that regulates the speech behavior of a modern person. Such an example confirms the thesis that our time can be called a time that destroys the system of euphemisms, many of them have become unnecessary, since we are all covered by a decrease in style and easily pronounce words denoting, for example, the physiological products of the vital activity of the human body, sexual erotic nominations, names of illnesses, etc. Euphemisms are being replaced by once taboo vocabulary, and these are still the most harmless illustrations of those rudeness and obscenities that fill the Internet discourse every day [10].

This circumstance causes alarm among the sane part of society, but it is unlikely that anyone will suggest a ready-made recipe to correct the situation. It has long been a truism that our language not only transmits information, but also creates a conceptual picture of the world, influencing the linguistic personality, while changing it for better or for worse [11]. Internet discourse has changed the shape and image of our linguistic consciousness, thanks to the latest electronic mass media, language allows not only to describe any objects or situations of the outside world, but also to set the necessary vision of the world, control the perception of objects and situations, impose their positive or negative assessment [12].

The main problems of the linguistic ethics of the Internet discourse can be safely attributed to the increasing expansion of the base, that is, the understanding of life in the context of the physiological needs of the human body, as well as the cynical and aggressively rude attitude towards the addressee of the media text, in the register of means of which some researchers include not only invective, obscene and taboo vocabulary, but also the author's predilection for a foreign term, demonstrating his superiority over the ordinary reader[13].

We also note the specifics of correspondence in chats and forums. Linguists call it written colloquial speech. It is drawn up in writing, but fully corresponds to the spoken one - without punctuation marks, capital letters. This is also a special form of the Russian language.

There is total illiteracy, which means that people are sure that they write correctly, but in fact it is not. For literate people, games with language do not pose a threat. They will not forget how to write correctly, even if they see some mistakes. And if children and teenagers get used to writing like that? No one controls or stops them, and in this case, literacy is lost, which is fundamentally wrong and fraught with negative consequences for society and the language as a whole [14].

Academician V.G. Kostomarov, when asked about the degradation of the Russian language, replied: "We need to be saved, not the language." He said that the language does not change for better or for worse. Society is changing. If we are interested in family values, culture, art, democracy, then the Russian language will be one. And completely different if we are interested in banditry, gossip from the world of show business, crime, drugs.

Internet slang is a specific form of language [15]. From a certain age, many of us plunge into its element, but over time, as it were, "emerge" on the surface of the literary colloquial language. Internet slang and literary Russian are completely different things. Internet slang is characterized by a large number of unnecessary borrowings that destroy the Russian language, since most of them have Russian counterparts.

There are also verbal metaphors: slow down - extremely slow operation of a program or computer, demolish, kill - delete information from a disk, cut - write information to an optical disk (in this case, a cutter is a recording device). All this came into the Russian language from computer slang, which is increasingly heard in Internet communication.

Slang makes speech more concise, emotionally expressive; the speaker can most fully and freely express his feelings and emotions. Let's compare two expressions. In bookish, literary language: "I feel a strong pleasant feeling from this song." Slang: "I'm just addicted to this song!")

The first reason for such a rapid emergence of new words in computer slang is, of course, the rapid, "jumping" development of computer technologies themselves. If you look at the numerous magazines that cover the latest computer technology market, we will see that more or less significant developments appear almost every week. And in the conditions of such a technological revolution, each new phenomenon in this area should receive its verbal designation, its name. And since almost all of them appear in America, they naturally receive it in English. When, after some time, these developments become known in Russia, then for their vast majority, of course, there is no equivalent in the Russian language. And so Russian specialists have to use original terms. Thus, English names fill the Russian language more and more.

The second reason is that many of the existing professional terms are quite cumbersome and inconvenient in daily use. There is a strong tendency to shorten, simplify words. For example, one of the most frequently used terms is "motherboard", it has such a correspondence in Russian as "motherboard". In slang, this word corresponds to "mother" or "matryoshka". Or another example: "CD-ROM Drive" is translated into Russian as "laser disc drive", in slang it has the equivalents of "sidyuk", "sidushnik".

As you can see, society is developing and bringing a huge number of changes to the Russian language. On the one hand, development is great, it's some kind of progress, achievements, society may be getting smarter, but on the other hand, the dirt of the Internet, damage to the native language, abbreviations, borrowings, invective vocabulary in large numbers indicate the potential and real degradation of society, about the loss of values, the culture of communication, which cannot but disturb the progressive sections of the population. It is important to introduce censorship restrictions, fines, conduct educational conversations, take a tough approach somewhere, and in some cases convince the population to be cultured, literate and developed people who love and value their language, culture and values that are enduring in this world.

Conclusion

Summing up our work, we summarize that at present, verbal aggression, rudeness and obscenity in traditional mass media have significantly decreased after 2013 due to the adopted laws, but Internet discourse is more difficult to censor and prohibitions in this communication area still work inefficiently, however, at present, it is the Internet environment that has the strongest influence on the formation of language taste and language preferences among young people, which cannot but cause concern for the fate of the culture of the Russian language, speech communication and behavior,   language is the only force that still remains with us as an opportunity for the development of culture, because language acts as a unique system of conceptual accumulated values.

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