

Sociopragmatic Analysis of the Communication Style of Social Network Users

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Abstract: This article, conceived amidst the backdrop of the international conference "Science, Technology, and Innovation," sets out to offer a fresh perspective on the global linguistic landscape. Focused on exploring the intricacies of communication within social networks, the study delves into the nuances of linguopragmatic and linguocultural dimensions. Utilizing cross-cultural analytic methods and the theory of speech actions, the research illuminates the diverse communication patterns observed among users of these platforms. By dissecting these interactions, the article aims to uncover underlying cultural and pragmatic factors that shape digital discourse. Through this multidimensional approach, it seeks to enrich our understanding of how language functions within the ever-evolving realm of social media, shedding light on the complexities of modern communication in an interconnected world.

1 INTRODUCTION

This introduction offers an overview of pragmatic and communicative studies focusing on Internet communication within social networks. Emphasizing a system-functional approach, the analysis centres on the language used within these platforms. Pragmatics, a relatively new field within linguistics, delves into human speech actions, verbal and nonverbal communication methods, their placement within speech acts, and their communicative impact. Linguistic communication explores the interactions between speakers and listeners through spoken language. The socio-pragmatic communication strategy is scrutinized, alongside its historical context and societal implications.

The communication situation structure consists of the speaker, listener, and their interaction, influenced by eight factors: communication tone, aim, methods, mode, and location, all context-dependent. Alterations in these elements reshape the communicative environment, affecting participants' tools and styles. Social media functions as a "second reality," offering a richer and more personal communication experience compared to traditional platforms like forums and email.

2 LITERATURE REVIEW

Paul and Julie Amador highlight the role of social media in academic advising, with students using platforms like Facebook to connect with advisers and peers. Bicen and Cavus' 2011 study indicates that students frequently utilise Facebook for academic communication, enhancing their communication skills. They suggest further research to integrate Facebook into learning environments. Delgado Ortega notes Facebook's positive impact on team building and student performance, while Falaha and Rosmala's 2012 study acknowledges both limitations and benefits of social media in higher education. Despite some institutions restricting access, teachers are encouraged to explore effective ways to leverage social media for educational purposes.

3 ANALYSIS & DISCUSSION

The widespread use of abbreviations and emoticons in social network communication significantly impacts linguistics and introduces new terminology into the culture of online interaction. Emoticons, such as smiling faces or images representing emotions, have become integral to communication on platforms

like VKontakte, where users have access to over 530 emoticons. These emoticons can be categorised into six types, including faces, people, nature, food, objects, and characters, evolving beyond simple icons to ideograms with distinct characteristics like recognisability and loneliness.

A study involving 100 participants aged 20 to 77 revealed varying levels of familiarity with social network terminology. While active users demonstrated near-perfect understanding of phrases like avatar and like, non-users or those with limited exposure showed lower comprehension rates, particularly for terms like public and feed. These findings suggest that familiarity with social network communication influences individuals' ability to understand and engage in online interactions, highlighting disparities in cognitive backgrounds and experiences.

The pragmatic aspects of social network communication are closely tied to users' goals and the technical features of platforms. Social networks serve multiple purposes beyond discussion, including self-promotion, entertainment, and information dissemination, facilitated by features like likes and reposts. Likes, often perceived as indicators of approval, can influence users' emotions and self-esteem, while reposts facilitate the spread of information and establish connections between platforms. Additionally, selfies and relfies have become popular forms of self-expression, contributing to the evolving language of social networks.

The adoption of social network communication has led to the emergence of new language conventions and practices. Abbreviations and acronyms, commonly used to condense messages and convey tone or emotion, have become pervasive in online interactions. These linguistic innovations reflect the informal and fast-paced nature of social network communication, where brevity and immediacy are valued. Moreover, the use of emoticons adds a visual dimension to text-based communication, enabling users to express emotions and convey meaning more effectively.

An analysis of emoticons reveals their diverse categories and functions within social network communication. Faces emoticons, for example, depict a range of emotions such as pleasure, laughter, hate, grief, and surprise, enhancing the expressiveness of online interactions. Similarly, emoticons representing people, nature, food, objects, and characters provide users with a rich visual vocabulary to communicate ideas and sentiments. Emoticons have evolved beyond mere icons to

ideograms with recognisable meanings, contributing to the development of a visual language unique to social networks.

The study conducted with 100 participants aimed to assess the understanding of social network terminology among different user groups. Participants were categorised based on their level of engagement with social media, ranging from confident and engaged users to those with no comprehension of social networks. Results indicated that active users demonstrated a high level of familiarity with terms like avatar, like, and selfie, while non-users or those with limited exposure struggled to understand concepts like feed and repost. These findings underscore the influence of social network experience on language comprehension and usage.

The pragmatic aspects of social network communication encompass both users' goals and the technical features of platforms. Social networks offer various functionalities, including interactive communication, simplified friend connections, and nonverbal means of expression, shaping the dynamics of online interaction. Users utilise social networks for diverse purposes, including communication, self-promotion, entertainment, and information sharing, leveraging platform features to achieve their objectives. The evolving nature of social networks and their technical capabilities continue to influence language use and communication patterns among users.

As social networks evolve and adapt to users' needs, new technical options and functionalities emerge to enhance online communication. Modernisation of social networking tools, integration of mobile devices with internet connectivity and cameras, and other technological advancements shape the characteristics of network communication. These technical capabilities are reflected in the language used on social networks, with new terms and expressions emerging to describe evolving features and practices. The language of social networks continues to evolve in response to technological advancements and user preferences, shaping the way people communicate and interact online.

4 CONCLUSION

In conclusion, the evolution of technology continues to shape the language and culture of social network communication, introducing new terms and concepts into our lexicon. This phenomenon is not merely

linguistic but reflects a broader cultural shift, as social networks become integral to both personal and professional interactions. Our study highlights the distinct communication styles of individuals comfortable with social media and those less familiar with it, underscoring the importance of technological literacy in today's digital age.

Furthermore, social network communication presents a rich area for linguistic research, mirroring the rapid advancements in high technology. While we marvel at the innovative capabilities of the modern world, it's essential to remember the inherent value of human connection. While no digital device can fully replicate the warmth of a hug or the sincerity of a smile, the Internet has expanded our capacity for communication and connection, bridging geographical divides and enabling instant interaction across the globe. As we navigate the ever-changing landscape of digital communication, let us not lose sight of the fundamental human need for genuine connection and understanding

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