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THEORETICAL DIMENSION OF INTERNET DISCOURSE AS AN INNOVATIVE LINGUISTIC PHENOMENON

The article analyzes internet discourse as an innovative phenomenon of modern communication that significantly influences linguistic practices, cultural processes, and social dynamics. The study examines the key characteristics of internet discourse, such as multimodality, interactivity, hypertextuality, and anonymity, which fundamentally transform traditional forms of communication. Particular attention is paid to sociolinguistic aspects, specifically the impact of internet communication on the formation of new linguistic norms, sociocultural identities, and lexical innovations, which serve as important indicators of globalization.

*The research findings indicate that internet discourse facilitates the spread of global linguistic trends while simultaneously affecting local languages. The analysis shows that phenomena such as borrowings, neologisms, and abbreviations are not only means of communication but also markers of cultural transformations. The study highlights examples of the adaptation of the Ukrainian language to digital realities, particularly through the integration of terms such as *dystantsiika* ('remote learning'), *zumytysia* ('to join a Zoom meeting'), and others, which reflect current societal changes. These lexical units result from the influence of global processes and illustrate how local languages integrate into the global communicative space.*

It is specifically emphasized that internet discourse creates new opportunities for intercultural dialogue, where language interaction occurs through the flexibility and innovativeness of communication formats. In particular, multimodal forms of communication, including text, graphics, audio, and video, allow for maximum adaptation of communication to the needs of the audience. Moreover, the use of memes and emojis demonstrates how visual elements complement the textual component, ensuring broader reach and mutual understanding among speakers of different languages.

The study also reveals that internet discourse is a means of transforming social norms, particularly through its influence on public opinion, community mobilization, and the formation of new rules of communicative behavior. Examples of active discussions on linguistic and social issues in social networks, forums, and blogs confirm that internet discourse is becoming an important space for reflection on cultural and linguistic processes. The research findings demonstrate that internet communication blurs the boundaries between oral and written forms, creating new hybrid interaction models that shape the foundation for further changes in linguistic and cultural practices.

Keywords: *internet discourse, multimodality, hypertextuality, sociolinguistics, lexical innovations, intercultural dialogue, digital communication.*

Introduction. Internet discourse is a relatively new and dynamic phenomenon that has emerged as a result of the development of the global Internet network and has become an important subject of study in modern linguistics and sociolinguistics. It encompasses various forms of communication realized in the online space and is characterized by specific features such as multimodality, interactivity, hypertextuality, and anonymity, which significantly distinguish it from traditional types of discourse. The importance of internet discourse is determined by its impact on all spheres of human activity—from culture and education to politics and economics—making its study relevant for understanding contemporary linguistic, social, and cultural transformations.

Within this study, a theoretical conceptualization of the notion of internet discourse is proposed, along with an analysis of its main characteristics and an illustration of its influence on linguistic practice and communicative behavior in Ukrainian society. Given the global nature of internet communication, special attention is paid to the interaction of local languages with global trends, the adaptation of the Ukrainian language to the digital environment, and the specifics of forming new linguistic norms.

The scientific novelty of the research lies in a comprehensive theoretical approach to analyzing internet discourse, which is considered not only as a linguistic phenomenon but also as a sociocultural phenomenon that influences the identity and

behavioral models of speakers. Particular emphasis is placed on the contribution of Ukrainian linguists to the study of this phenomenon, with an analysis of current works and sources from Ukrainian linguistic literature.

The study contributes to expanding the understanding of linguistic adaptation in the conditions of digital globalization and demonstrates how internet discourse creates new opportunities for intercultural dialogue, innovative learning, and social integration.

Analysis of Recent Research and Publications.

As a modern form of communication, internet discourse has become an active area of study in contemporary linguistics. Linguists from various countries actively explore internet discourse, focusing on its impact on contemporary language and communication by analyzing different aspects of this phenomenon, such as linguistic changes, social interactions, and cultural transformations. In particular, Teun A. van Dijk examines the structural and discursive features of internet communication, paying special attention to the socio-political aspects of discourse in online environments [31]. Additionally, Sherry Turkle analyzes the influence of the Internet on individual identity and interpersonal interactions, emphasizing the role of virtual communities in shaping modern social dynamics [29]. Another significant study belongs to Jürgen Habermas, who, in his book *The Structural Transformation of the Public Sphere*, explores the changes in the public sphere under the influence of digital media, including the Internet, and how these changes affect political and civic discourse [18]. Linguist David Crystal, in his work *Language and the Internet*, investigates how the Internet alters language, particularly focusing on new forms of written communication emerging in online spaces and their impact on traditional linguistic structures.

In the context of studying the theoretical dimension of internet discourse as an innovative linguistic phenomenon, the literature highlights the multidimensional influence of the digital environment on linguistic practices, social processes, and communication. For example, the works of S. Herring [19; 20] and N. Döring and M. R. Mohseni [14] focus on the gender aspects of online communication, particularly on the forms and impact of gender-marked language in user-generated content. S. Herring notes that internet discourse is a complex form of computer-mediated communication that often adapts to social norms while also serving as a space for innovative linguistic practices. Meanwhile, N. Döring and M. R. Mohseni emphasize the impact of online

language on gender roles, analyzing how digital communication contexts either reinforce or challenge gender equality. They demonstrate that gender-marked language in internet discourse can either reproduce stereotypes or serve as a tool for overcoming them.

The studies by S. Turkle [30] and J. Sweller [27] highlight the cognitive aspects of internet communication: digital environments are characterized by S. Turkle as spaces where identity and human interaction with technology are redefined. She argues that the Internet not only transforms modes of communication but also affects self-perception in the context of constant engagement with virtual communities. Meanwhile, J. Sweller, in his cognitive load theory, analyzes how the complexity of the information environment influences learning and information processing. In the context of internet discourse, this perspective helps to better understand how multilayered digital communications, including hypertextual and multimodal formats, affect users' cognitive processes.

In several studies, such as [28], K. Tagg, P. Seargeant, and A. Brown examine internet discourse through the lens of social influence and interaction on platforms like Facebook. They note that digital environments create conditions for both constructive and conflictual communication. The authors analyze how emotions, social norms, and communicative practices emerge and manifest in digital dialogue, concluding that internet communication not only models new forms of interpersonal interaction but also serves as a mechanism for forming communities with shared values and identities.

Overall, scholarly sources emphasize the importance of theoretically conceptualizing internet discourse as a complex phenomenon that integrates linguistic, social, and cognitive aspects. They demonstrate that internet communication contributes to the transformation of linguistic practices and social norms while also presenting new challenges for studying the interconnections between language, culture, and technology. Internet discourse emerges as a crucial instrument of globalization, where language, culture, and identity constantly adapt to the rapidly changing conditions of the digital era. These and similar studies reflect the global interest in the phenomenon of internet discourse and underscore its significance for understanding contemporary processes in linguistics and communication sciences [11].

Internet discourse has also attracted significant attention from Ukrainian linguists, becoming the focus of intensive study within contemporary linguistic research. The beginning of the 21st century prompted

Ukrainian scholars to conduct a series of studies highlighting various aspects of this phenomenon, including linguistic innovations, sociolinguistic processes, and cultural transformations associated with the development of the Internet. One of the key areas of research is the impact of internet communication on the formation of new linguistic norms. A number of scholarly articles analyze key trends in the development of the Ukrainian language under the influence of the Internet [1; 3].

The authors emphasize that internet discourse contributes to the emergence of new lexical units, particularly neologisms and borrowings, which are actively used in online communication. The study of specific linguistic innovations, such as abbreviations, new phrases, and borrowings appearing in internet communication, often reflects global trends and becomes an integral part of the modern Ukrainian linguistic landscape. The sociolinguistic aspect of internet discourse, based on an analysis of language behavior in social networks, highlights the interaction between different social groups and demonstrates the role of national identity in shaping internet communication.

Linguist Liudmyla Denysenko, in her article *"The Phenomenon of Memes in Ukrainian Internet Discourse: A Linguistic and Cultural Analysis"*, examines the cultural aspect of internet discourse through the lens of meme popularity [2]. The researcher emphasizes that memes serve as a unique form of communication that reflects contemporary cultural codes and significantly influences the linguistic practices of young people. By analyzing general trends in linguistic and cultural transformations driven by the development of internet communication, researchers acknowledge that internet discourse plays a crucial role in shaping the modern Ukrainian linguistic space.

Formation of the Purpose of the Article. The purpose of this article is to analyze internet discourse as an innovative phenomenon of modern communication, highlighting its unique characteristics, such as multimodality, interactivity, hypertextuality, and anonymity. The research aims to examine the impact of internet discourse on linguistic practices, cultural transformations, and social dynamics, with a particular focus on its role in shaping new linguistic norms, sociocultural identities, and lexical innovations.

Through an analysis of examples from both global and Ukrainian contexts, the article demonstrates how internet discourse facilitates the integration of local languages into the global communicative space and stimulates intercultural dialogue through flexible and innovative formats. This study seeks to provide

insights into the transformative processes occurring in language and communication in the digital age, emphasizing the hybrid nature of internet discourse and its influence on contemporary linguistic and cultural practices.

Results. According to a preliminary definition, which serves as a compendium of linguistic perspectives, internet discourse is a set of speech acts carried out in the online space and represents the result of users' communicative activity on the Internet. This type of discourse arises under conditions of interactivity, multimodality, and hypertextuality, which significantly differentiate it from traditional forms of communication. Internet discourse combines elements of both oral and written communication, providing new opportunities for human interaction.

The uniqueness of this linguistic phenomenon lies in the fact that the Internet functions not only as a medium for transmitting information but also as an autonomous communicative entity where users create and maintain virtual communities. These communities develop their own communicative norms, which may significantly differ from traditional national linguistic practices.

Globalization, which has permeated the modern world, contributes to the blurring of national boundaries in communication processes. As a result, internet discourse forms a new, supranational space where cultural and linguistic barriers become less significant. Virtual communities that emerge on the Internet are characterized by flexible communication rules, which often depend on the specifics of the environment in which interaction occurs. For example, the language used by social media users may differ significantly from the language found in blogs, forums, or news comment sections.

Internet discourse can also be considered a metalinguistic phenomenon, as it not only serves as a means of communication but often includes reflection on the language itself, which is used in online interaction. Participants in internet discourse do not merely exchange information; they actively discuss, modify, and shape new linguistic practices, thereby creating a specific metalinguistic context in which language itself becomes the subject of analysis, discussion, and creativity. One of the most striking examples of the metalinguistic nature of internet discourse is the discussion of new linguistic phenomena – such as neologisms, slang, or borrowed words – on forums or social networks. For example, in online communities, users may debate the correct usage of a newly introduced term, analyze its origin, meaning, and context of application.

Reddit is a global English-language platform where subreddits like *r/linguistics* and *r/etymology* frequently focus on discussions about new words, linguistic phenomena, etymology, and correct usage of linguistic units. Examples include analyzing the frequency changes of idiomatic expressions in modern English, the development of gender-neutral language across different cultures, and the etymology of the word *quarantine* and its connection to medieval isolation practices. Similarly, *r/etymology* is an active space for investigating the origins of newly emerging words in contemporary society. LanguageLog is an international English-language forum created by linguists, primarily discussing language trends in the English-speaking context. Topics include how digital technologies influence the frequency of complex grammatical structures, the role of emojis in modern written communication, and the study of new neologisms such as *doomscrolling*, which denotes excessive reading of news that causes anxiety, as well as the impact of new technologies on traditional linguistic norms.

Stack Exchange is a global platform for various scientific and technical communities. The English Language & Usage and Linguistics sections are popular spaces for discussing linguistic issues, where participants share knowledge on grammar, lexicon, and other aspects of language. For instance, users analyze why the English language uses *clothes* as a plural noun but requires *a piece of clothing* for singular reference. Another frequent discussion revolves around the proper usage of new phrases such as *staycation*, meaning a vacation spent at home. Twitter hashtags such as *#WordOfTheDay* or *#Etymology* (mainly in English) are commonly used for discussions on linguistic phenomena, new words, and their proper usage. For instance, users analyze the word *serendipity*, which denotes a fortunate coincidence, discussing its 18th-century origin. Similarly, they debate the meaning and evolution of *ghosting*, a term used to describe abruptly cutting off communication without explanation in a digital context.

The Ukrainian Linguistic Forum is an example of a Ukrainian-language platform dedicated to linguistic studies and discussions on the Ukrainian language. One such platform is *movi.info* or thematic sections on Ukrainian educational platforms. Topics include discussions on language reforms, changes in Ukrainian orthography, and the emergence of new terms in contemporary Ukrainian usage. For example, discussions on the 2019 orthographic reform include changes in the spelling of borrowed words, such

as *проект* instead of *проект*. Additionally, users actively create and refine new terms to describe internet realities, such as *зумитися*, meaning to conduct a meeting via Zoom.

These examples illustrate how discussions not only inform about new linguistic phenomena but also influence their adoption or modification within the linguistic landscape. Another example is the way users react to language mistakes or stylistic features in texts, where discussions about linguistic form often become more significant than the content itself. Thus, internet discourse functions not only as a medium for transmitting information but also as a space for linguistic reflection, further confirming its metalinguistic nature.

These characteristics highlight the complexity and multifaceted nature of internet discourse, which reflects contemporary trends in language development. This type of discourse (see the definition of *discourse* in the *Oxford Advanced Learner's Dictionary: the use of language in speech and writing in order to produce meaning; language that is studied, usually in order to see how the different parts of a text are connected* [13]) also contributes to the formation of new linguistic norms that rapidly adapt to the dynamic changes in society. Examples illustrating this phenomenon include the emergence and spread of neologisms, such as *fake news*, *influencer*, or *challenge*, which quickly became part of everyday vocabulary due to their widespread use in social media, news websites, and blogs. These terms originated in online discourse but later transitioned into general language practice. Another example is the prevalence of abbreviations and acronyms in internet communication, such as LOL (*laugh out loud*), BRB (*be right back*), or FYI (*for your information*). These abbreviations not only save time in messaging but have also become so widespread that they are now used even outside online interactions.

Additionally, internet discourse has led to the modification of grammatical norms. In social media, there is a tendency toward simplifying grammatical structures, such as replacing words or phrases with emojis to express emotions or reactions instead of using traditional grammatical constructions. Due to its flexibility, internet discourse reflects modern culture, in which traditional linguistic structures are transformed under the influence of new technologies and global communication processes. One such transformation is the integration of emojis as a standard element of communication. Initially, emojis were merely an addition to text, but over time, they became independent communicative elements. For

instance, using a heart or a thumbs-up emoji has become a widely accepted way to express approval, agreement, or support.

Internet discourse has also facilitated the transformation of memes into a part of everyday language. Memes that emerge in internet culture often evolve into widely recognized linguistic expressions. For example, phrases like “це фіаско, братан” (“*this is a fiasco, bro*”) or “який біль” (“*what a pain*”) became popular through memes and are now commonly used in a broader context to convey specific emotions or situations. Thus, internet discourse is becoming an important subject of linguistic research, as it not only reflects current changes in linguistic behavior but also actively influences the formation of new linguistic and cultural practices. Studying internet discourse allows for a deeper understanding of how modern technologies transform language and communication, which is crucial for the further development of linguistics in the digital age.

Internet discourse is a complex and multilayered phenomenon with several key characteristics that distinguish it from other forms of communication. One such characteristic is the asymmetry of communication, where participants in internet discourse may have different social statuses, which significantly affects the dynamics of their interaction. For instance, bloggers with large audiences have the ability to shape the opinions of their followers, creating an imbalance in the communicative process.

The multimodality of internet discourse is manifested in the combination of various content forms, such as text, images, video, and audio, which allow information to be conveyed in different formats. This multimodal nature enables users to simultaneously use text, images, video, and audio for communication, significantly enriching the interaction. Examples of this include social media platforms such as Instagram and Facebook, where users often post photos or videos with short captions that explain or complement the visual content. For instance, a sunset photo might be accompanied by the caption “*The end of a perfect day*,” adding emotional nuance to the image. Video blogging platforms like YouTube also illustrate this feature, as videos are often supplemented with subtitles or text overlays that explain or emphasize key points. In culinary videos, for example, text cues displaying ingredients or step-by-step instructions help viewers better understand the cooking process. Similarly, news articles and blogs frequently incorporate infographics that combine text with charts, diagrams, or images to present complex information in an accessible format.

Economic news coverage, for example, may include charts with text explanations that make statistical data easier to comprehend. Messaging platforms like WhatsApp and Telegram also enhance multimodal communication by integrating GIFs, emojis, or voice messages alongside text to convey emotions, reactions, or clarifications. A user who writes “*That was incredible!*” might add a GIF of applause or an emoji with an excited expression to reinforce the message. Memes, another integral aspect of internet discourse, often combine text with images or videos to convey humor, irony, or social commentary. A well-known example is the *Doge* meme, featuring an image of a Shiba Inu dog accompanied by phrases such as “*such wow*,” emphasizing the comedic effect of the content.

These elements of internet discourse enhance the expressiveness and emotional depth of messages, providing broader communication possibilities. Hypertextuality, which frequently involves links to other resources, allows participants in internet discourse to seamlessly navigate between different texts and contexts, expanding the scope of discourse and making it more open and accessible to a wider audience.

Interactivity is one of the most essential features of internet discourse, as internet users can actively engage with one another by discussing topics, leaving comments, and participating in forums. This contributes to the emergence of new forms of dialogic communication, where each participant has the opportunity to express their opinion and interact with others. The internet provides users with numerous opportunities for active engagement, significantly expanding the forms of dialogic communication. On social media platforms such as Facebook, for example, users can create posts on various topics, after which other participants can leave comments, ask questions, share their thoughts, or offer support. This leads to the development of long discussion threads, where each comment can spark a new branch of dialogue. As a result, a multidimensional form of communication emerges, in which ideas and responses continuously interact, complementing each other and shaping a dynamic discourse.

Another example is discussions on forums such as Reddit or Quora, where users create topics for discussion, and other participants can join the dialogue by adding their responses, asking additional questions, or challenging others' arguments. For instance, in a Reddit section dedicated to technical issues, users might initiate a discussion about a new technology, and other participants not only respond

to the topic but often expand on it, introducing new aspects and nuances. This contributes to the creation of dynamic dialogues in which each participant plays an active role in shaping collective knowledge.

On video-sharing platforms such as YouTube, comment sections often turn into active discussion forums. For example, after watching an educational video, viewers may engage in discussions in the comments, sharing additional resources, asking clarifying questions to the creator or other viewers, and exchanging insights. This interaction not only deepens the understanding of the topic but also creates new forms of collaborative communication, where everyone has the opportunity to contribute.

As previously mentioned, the internet fosters the development of new forms of dialogic communication, where each participant not only has the ability to express their opinion but also actively interacts with others, influencing the course of discussions and shaping collective perspectives on various topics. Researcher Sherry Turkle, in her book *Alone Together: Why We Expect More from Technology and Less from Each Other*, explores how digital technologies, particularly the internet, change interpersonal communication and impact social relationships. She highlights that while online platforms create opportunities for connection, they also foster an illusion of closeness between people. Turkle argues that as individuals increasingly rely on technology to maintain relationships, they often avoid deeper and more genuine personal interactions. According to her, virtual communities significantly influence users' identities, promoting emotional distance and superficial interaction, where technology becomes the primary mediator of communication.

The edited volume *The Multilingual Internet: Language, Culture, and Communication Online*, compiled by Brian Danet and Susan Herring [12], examines multilingualism on the internet and its impact on language and culture in online environments. The book explores how internet users adapt local languages for online communication, create new slang expressions, abbreviations, and other innovative linguistic forms. The collection emphasizes that while the internet is a global medium, it simultaneously preserves local linguistic traditions and facilitates their transformation, utilizing tools such as the romanization of text for languages with non-Latin scripts. Considerable attention is given to addressing communicative challenges in multilingual spaces, where language not only conveys information but also serves as a tool for intercultural dialogue. The study underscores that internet discourse creates

new opportunities for the integration of languages and cultures while also influencing their formation and development.

These studies collectively illustrate how the digital environment not only shapes new communicative practices but also transforms social, cultural, and linguistic realities, opening new avenues for research in the field of internet communication.

In the article “*Networked Multilingualism: Some Language Practices on Facebook and Their Implications*” [7], Jannis Androutsopoulos analyzes linguistic practices in networked multilingual environments, particularly on Facebook. The author highlights how different users mix languages, creating unique textual models that reflect their sociocultural identity and demonstrates through research that internet discourse serves as a space where new linguistic forms emerge, often not conforming to traditional language norms. Networked multilingual discourse emphasizes the adaptability of language in the digital environment and opens opportunities for studying its dynamics through the analysis of platforms such as social media.

The study by David Barton and Carmen Lee, “*Language Online: Investigating Digital Texts and Practices*” [8], explores how digital platforms alter text structures and communication practices. The researchers highlight the role of context in internet communication, emphasizing how users adjust their language to specific digital environments. They also stress that internet discourse often combines elements of spoken and written language, creating a new hybrid format of communication. Their work examines the impact of technology on linguistic innovations, including emojis.

David Crystal [10] provides a comprehensive overview of internet discourse, emphasizing its key features: interactivity, hypertextuality, multimodality, and innovativeness. He notes that the internet has changed the boundaries of communication by enabling instant information exchange between people regardless of their geographical location. Crystal underscores that internet discourse has a significant influence on linguistic culture, facilitates the spread of new communication forms such as chats, memes, and blogs, and shapes a distinct textual aesthetic.

These sources contribute to a deeper understanding of internet discourse, its theoretical conceptualization, and its significance in shaping new linguistic and communicative practices.

Anonymity and pseudo-identity, inherent to internet discourse, while providing users with significant freedom of expression, also give rise to a number of

problems requiring thorough academic analysis. First, the reduced responsibility for words expressed often leads to the spread of offensive and inappropriate language, which can escalate conflicts and increase social tension in online spaces. Second, anonymity can be exploited for manipulation and disinformation, as false or distorted information is disseminated under fictitious names or anonymously, undermining trust in online information sources. Third, anonymity complicates the possibility of holding individuals accountable for offenses committed in the digital environment, creating additional challenges for the legal regulation of internet communication. Finally, anonymity and pseudo-identity can encourage the development of online groups engaged in harmful activities, such as cyberbullying, where perpetrators remain unidentified, making it difficult to protect victims and prevent such actions. These issues highlight the need for a comprehensive approach to analyzing the ethical and legal aspects of internet discourse in the context of anonymity and pseudo-identity.

Internet discourse, as a modern form of communication, possesses a range of specific characteristics that distinguish it from traditional forms of interaction. One such characteristic is the asymmetry of communication, which manifests in the fact that participants in internet discourse may hold different social statuses, significantly influencing the dynamics of interaction. For instance, bloggers with large audiences have the ability to shape the opinions of their followers. This results in a situation where the viewpoint of one influential individual within a particular community can become dominant and decisive for many other users. Such asymmetry presents challenges in maintaining a diversity of opinions and contributes to the formation of new social norms within online networks.

Another essential characteristic of internet discourse is its multimodality, which involves the integration of various content forms such as text, images, video, audio, and other media formats. This allows participants in communication to convey information in multiple formats, enhancing the expressiveness and emotional depth of messages. For example, social media platforms frequently feature images or videos accompanied by brief textual captions, adding an emotional dimension to the conveyed information and making it more comprehensible to the audience. This multimodal nature also facilitates better information perception by engaging multiple sensory channels—visual, auditory, and textual—simultaneously.

Hypertextuality is another crucial feature of internet discourse, enabling users to navigate seamlessly between different texts and contexts through hyperlinks. This significantly expands the boundaries of discourse, making it more open and accessible. For example, news articles published on media websites often contain hyperlinks to other materials, allowing readers to explore a topic in greater depth or access related content. Such a hypertextual structure contributes to the creation of a more complex and multifaceted informational space, where each user can independently shape their own informational trajectory.

Interactivity in internet discourse is reflected in users' ability to actively engage with one another by discussing topics, leaving comments, and participating in forums. This fosters new forms of dialogic communication, where each participant has the opportunity to express their opinion and interact with others. For example, on forums such as Reddit [25] or Quora [24], users can not only ask questions but also provide answers, creating a continuous communication chain. On social media platforms like Facebook or Twitter, users can comment on each other's posts and discuss various topics, leading to dynamic and interactive conversations.

A particular aspect of internet discourse that deserves attention is anonymity and pseudo-identity, which allow participants to act under pseudonyms or remain anonymous, granting them greater freedom of expression. However, this can simultaneously lead to a reduced sense of responsibility for one's words, making it a crucial factor in analyzing the ethical aspects of online communication. For example, in forums or comment sections of articles, users often remain anonymous, which may encourage aggressive or inappropriate statements without fear of identification. This creates a unique environment where opportunities for open exchange of opinions coexist with risks to ethical interaction.

Examples of internet discourse are diverse and encompass a wide range of platforms and communication formats. These include the aforementioned social networks such as Facebook [16] and Twitter [31], as well as internet forums, blogs, and comment sections on news websites. Each of these forms of communication requires careful analysis and understanding, as they not only reflect ongoing societal changes but also actively shape new social norms and ethical standards.

Internet discourse is a complex and multilayered phenomenon, not only in terms of the environment in which it occurs but also in its distinct linguistic

and stylistic features, which are shaped by the digital space. To understand the differences between linguistic styles in online communication and general language use, it is essential to classify these styles, which helps to identify the distinctive characteristics of internet communication and its impact on modern linguistic practices.

In internet communication, a key feature of formal style is the ability to use abbreviations and acronyms, enriching the language with new meanings and words. This is driven by the need for brevity and word economy, often dictated by technical limitations such as character limits or screen size. The official-business style is predominantly used on employment-related websites and in business email correspondence, where textual format is the primary means of information exchange. As some researchers note, these stylistic characteristics enable this style to adapt quickly to the demands of the digital space, making it convenient and efficient for internet users.

In informal communication, which dominates social networks, expressive and vivid vocabulary is used to convey emotions and gestures in written form. Here, the prevalence of written over spoken forms is one of the key features of this style in the online environment. As David Crystal points out, *“the emotional intensity of such communication is achieved through the extensive use of graphic means, such as emojis, emoticons, and other visual elements, which compensate for the absence of non-verbal components characteristic of spoken language”* [11, p. 45].

The scientific style, commonly used on websites dedicated to academic and educational topics, is based on logical sequencing and strict word order in sentences. It can be realized in both written and spoken forms. Examples of the scientific style can be found on platforms such as ResearchGate [26] and Academia.edu [6], where researchers publish their studies, articles, and abstracts. For instance, an article on *“The Impact of Internet Communication on Cognitive Processes”* would typically feature precise formulations, logical argumentation, a strict sentence structure, and the use of specialized terminology.

Platforms like Coursera [9] and edX [15] also provide examples of the scientific style in the form of text-based lectures or presentations that adhere to the standards of academic communication. For example, in a sociolinguistics lecture, a professor might state: *“Linguistic changes in online spaces are an integral part of modern communication models that require thorough analysis”*, which exemplifies citation in an online course.

Google Scholar [17] serves as a global platform for finding academic publications, where strict adherence to scientific style is maintained. All materials available through this resource are written in a clear and structured manner, with the application of specialized terminology that meets the standards of modern academic discourse. For instance, the study by A.O. Abusa'aleek *“Internet Linguistics: A Linguistic Analysis of Electronic Discourse as a New Variety of Language”* [5] and research papers such as *“Aspect Dictionaries as a Reflection of Modern Lexicographic Technologies of the Description of the Lingual of the Idiom”* [21] and *“Basic Concepts of the Theory of Real Monoidiom Description”* [22] provide detailed descriptions of research methodology, data analysis, and conclusions, often supplemented with tables, graphs, and numerous references to other scholarly sources. Similarly, a search for *“Internet Discourse”* yields access to studies investigating the influence of internet communication on linguistic practices. One such article, *“The Internet as a Glocal Discourse Environment”* [23], strictly adheres to academic style, ensuring precision in wording and logical structuring of content.

Google Scholar exemplifies a platform where the scientific style is implemented in its strictest form, characterized by precision, logical coherence, and substantiated arguments. This style, oriented toward ensuring reliability and completeness in presentation, retains its traditional features even within the digital environment, highlighting its stability and alignment with contemporary academic communication standards. These examples demonstrate that academic style serves as the foundation for knowledge dissemination and research validation, ensuring accuracy and adherence to high scholarly standards.

The journalistic style, aimed at influencing public opinion, is widely used online, particularly on news platforms, where it appears in both written and spoken forms. This style adapts to the need for rapid information dissemination, compelling authors to present ideas concisely, clearly, and with an emphasis on key aspects. As Teun A. van Dijk notes, *“journalistic discourse on the Internet functions as a tool for shaping public opinion, reflecting political, social, and cultural trends of modernity”* [32, p. 112]. Online journalism often integrates multimodal elements such as images, videos, and hyperlinks to enhance the impact of the message and provide a more engaging experience for readers. News articles, blog posts, and digital editorials frequently employ rhetorical techniques such as emotional appeal, persuasive arguments, and sensationalist headlines to attract public attention and provoke discussion.

The internet communication style is unique due to the ways in which participants convey emotions and intonations in written format, mimicking the expressiveness of spoken language. Despite the absence of face-to-face interaction, the expressive function of this style remains prominent. The rapid pace, spontaneity, and dynamism characteristic of oral communication are also reflected in its written form, making internet discourse a distinct and innovative linguistic phenomenon.

Liudmyla Denysenko highlights that this uniqueness lies in the ability of internet discourse to merge features of both oral and written communication, creating new, hybrid forms of interaction [2]. According to David Crystal, *"internet discourse shapes new forms of written communication, adapting to digital realities and incorporating multimodal resources that enhance emotional expressiveness"* [11]. A. O. Abusa'alek adds that this style reflects the impact of technology on linguistic innovation, including the creation of neologisms and the use of visual elements as integral parts of text [5].

Due to the advancement of information technology, discourse on the Internet has transformed into a fusion of various linguistic styles. One of the most prominent and rapidly evolving genres of internet discourse, particularly in social media, is the comment section. Comments most accurately reflect internet trends and shape the conventions of informal online writing. They illustrate the merging of spoken and written language in online communication, as they are created under conditions similar to everyday conversation: without strict censorship, with high speed and spontaneity. This characteristic makes comments an essential subject of study for understanding modern trends in online linguistic practices.

Discussions on social media are characterized by their dynamism and the rapid loss of topicality. An active debate may conclude within a few days, after which the discussion either becomes inactive or stagnates indefinitely, due to the constant flow of new posts. The fast-paced nature of social media discourse is particularly evident in news communities, where topics change frequently, forcing participants to express their thoughts concisely and efficiently to attract attention to their comments. Social validation plays a crucial role in this environment, as users seek support through likes, replies, and interactions.

Bloggers use various techniques to attract attention to their posts, incorporating videos, audio clips, and images, among which animated GIFs have gained significant popularity. Comments may consist solely of an image or meme with a brief caption, which is not

always directly related to the post but often becomes a focus of further discussion. In internet discourse, commentators use various expressive tools, such as emojis, capital letters, and emoticons, to emphasize key parts of their statements. These elements convey emotions or meaning, sometimes replacing entire sentences.

Within specific online communities, such as gaming forums, unique lexical units emerge that may act as markers of political views, in-group identity, or humor, without necessarily reflecting the actual stance of the users. The use of slang, abbreviations, and inside jokes further distinguishes internet discourse from traditional written communication, making it an ever-evolving linguistic phenomenon that both mirrors and shapes contemporary digital culture.

Conclusions. Internet discourse is a complex and multifaceted phenomenon that has a significant impact on modern communication and language development. Its features, such as multimodality, interactivity and anonymity, make it a unique type of discourse that requires further research. The Ukrainian linguistic literature has already made a significant contribution to the study of this phenomenon, but there are many unresolved issues that require further attention of researchers.

Based on the analysis of Internet discourse, several important conclusions can be drawn. First, online discourse is a multilayered phenomenon that encompasses a wide range of communication platforms and formats, from social networks to blogs and forums. Social networks, such as Facebook and Twitter, provide users with the opportunity to actively exchange opinions, comment on news and express their positions on various issues, with emotional reactions in the form of likes, emojis and other interactive elements playing an important role in enriching communication.

Secondly, online forums and blogs play an important role in creating a space for deeper and more in-depth discussions, where users can share experiences and discuss professional issues. Comments on news sites become an indicator of public sentiment and often reflect current issues and trends. Informal discussions in the comments are characterized by dynamism and rapid loss of relevance, which is typical for news communities where newsworthy topics are constantly changing.

Thirdly, an important aspect of online discourse is anonymity and pseudo-identity, which allow users to express themselves freely, but at the same time may lead to a decrease in responsibility for their words. This creates certain ethical challenges related to the spread of false information and manipulation.

In addition, the multimodality of online discourse, which includes text, images, video, and audio, allows users to convey information in different formats, enhancing the emotional impact of messages and making communication more expressive. In this context, it is important to note that bloggers often use multimedia elements, such as GIFs and videos, to draw attention to their posts, which promotes active discussion.

Stylistic features allow for brevity, economy of language and emotional intensity, which meets the needs of fast and effective communication on the Internet. In online discourse, each style acquires new features, adapting to the specifics of the digital environment: the formal business style becomes more

concise and functional, while the informal style is characterized by a bright emotional expression due to the widespread use of emojis and other visual elements. The journalistic style on the Internet emphasizes brevity and emotional intensity, which allows to effectively influence public opinion in the context of a fast-moving information flow.

In general, online discourse is an important phenomenon of modern communication that shapes new language norms, promotes the development of dialogic communication, and poses new ethical challenges to society. Further study of this phenomenon is necessary for a deeper understanding of its impact on contemporary language practice and social processes.

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Громко Т.В. ТЕОРЕТИЧНИЙ ВИМІР ІНТЕРНЕТ-ДИСКУРСУ ЯК ІННОВАЦІЙНОГО МОВНОГО ФЕНОМЕНУ

Стаття аналізує інтернет-дискурс як інноваційний феномен сучасної комунікації, що значно впливає на мовну практику, культурні процеси та соціальну динаміку. У роботі досліджено основні характеристики інтернет-дискурсу, такі як мультимодальність, інтерактивність, гіпертекстуальність і анонімність, які докорінно змінюють традиційні форми комунікації. Особливу увагу приділено соціолінгвістичним аспектам, зокрема впливу інтернет-комунікації на формування нових мовних норм, соціокультурних ідентичностей і лексичних інновацій, які стають важливим індикатором глобалізації.

Результати дослідження вказують, що інтернет-дискурс сприяє поширенню глобальних мовних трендів, одночасно впливаючи на локальні мови. Аналіз показує, що явища, такі як запозичення, неологізми та скорочення, є не лише засобами комунікації, але й маркерами культурних трансформацій. У дослідженні виокремлено приклади адаптації української мови до цифрових реалій, зокрема через інтеграцію термінів на кшталт «дистанційка», «зумитися» та інших, що відображають актуальні суспільні зміни. Такі лексичні одиниці є результатом впливу глобальних процесів і демонструють, як локальні мови інтегруються у глобальний комунікативний простір.

Окремо підкреслено, що інтернет-дискурс створює нові можливості для міжкультурного діалогу, де взаємодія мов відбувається через гнучкість і інноваційність комунікаційних форматів. Зокрема, мультимодальні форми спілкування, що включають текст, графіку, аудіо та відео, дозволяють максимально адаптувати комунікацію до потреб аудиторії. Крім того, використання мемів і емодзі демонструє, як візуальні елементи доповнюють текстову складову, забезпечуючи ширше охоплення і взаєморозуміння між носіями різних мов.

Робота також виявляє, що інтернет-дискурс є засобом трансформації соціальних норм, зокрема через вплив на суспільну думку, мобілізацію спільнот та формування нових правил комунікативної поведінки. Приклади активного обговорення мовних і соціальних питань у соціальних мережах, на форумах і в блогах підтверджують, що інтернет-дискурс стає важливим простором для рефлексії над культурними та мовними процесами. Результати дослідження демонструють, що інтернет-комунікація стирає межі між усною і письмовою формами, створюючи нові, гібридні моделі взаємодії, які формують основи для подальших змін у мовній та культурній практиці.

Ключові слова: інтернет-дискурс, мультимодальність, гіпертекстуальність, соціолінгвістика, лексичні інновації, міжкультурний діалог, цифрова комунікація.