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STYLISTIC FEATURES OF THE LANGUAGE OF SOCIAL NETWORKS

Abstract

This article will analyze the stylistic features of the language of social networks from the point of view of modern linguistics. It is shown that the language system that has formed in social networks as a result of the rapid development of Internet communication has specific stylistic features that differ sharply from traditional written and oral speech. The article will consider the main stylistic tools used in the language of social networks – abbreviations and acronyms, emoticons and emoticons, slang units, code-switching, emotionally expressive vocabulary, multimodal means of expression, as well as speech strategies based on interactivity.

Keywords: language of social networks, stylistics, Internet slang, multimodal discourse, expressiveness, code exchange, communicative strategies, linguistic norms, pragmatic functions, conceptual markers.

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IJTIMOIY TARMOQLAR TILINING STILISTIK XUSUSIYATLARI

Annotatsiya

Ushbu maqolada ijtimoiy tarmoqlar tilining stilistik xususiyatlari zamonaviy tilshunoslik nuqtayi nazaridan tahlil qilinadi. Internet kommunikatsiyasining jadal rivojlanishi natijasida ijtimoiy tarmoqlarda shakllangan til tizimi an'anaviy yozma va og'zaki nutqdan keskin farq qiluvchi o'ziga xos uslubiy belgilarga ega ekanligi ko'rsatiladi. Maqolada ijtimoiy tarmoqlar tilida qo'llaniladigan asosiy stilistik vositalar – qisqartmalar va abbreviaturalar, emoji va emotikonlar, sleng birliklari, kod almashinuvi (code-switching), emotsional-ekspressiv leksika, multimodal ifoda vositalari hamda interaktivlikka asoslangan nutq strategiyalari o'rganiladi.

Kalit so'zlar: ijtimoiy tarmoqlar tili, stilistika, internet slengi, multimodal diskurs, ekspressivlik, kod almashinuvi, kommunikativ strategiyalar, til me'yorlari, pragmatik funksiyalar, konseptual markerlar.

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СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ЯЗЫКА СОЦИАЛЬНЫХ СЕТЕЙ

Аннотация

В данной статье будут проанализированы стилистические особенности языка социальных сетей с точки зрения современной лингвистики. Показано, что языковая система, сформировавшаяся в социальных сетях в результате бурного развития интернет-коммуникации,

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имеет специфические стилистические признаки, резко отличающиеся от традиционной письменной и устной речи. В статье будут рассмотрены основные стилистические инструменты, используемые в языке социальных сетей – аббревиатуры и аббревиатуры, смайлики и смайлики, единицы сленга, переключение кода (code-switching), эмоционально-экспрессивная лексика, мультимодальные средства выражения, а также речевые стратегии, основанные на интерактивности.

Ключевые слова: язык социальных сетей, стилистика, интернет-сленг, мультимодальный дискурс, выразительность, обмен кодами, коммуникативные стратегии, языковые нормы, прагматические функции, концептуальные маркеры.

The role of abstract nouns in expressing social, psychological, and conceptual categories further increases their functional weight within the language system. In particular, social categories include units such as *democracy*, *legitimacy*, *equality*, and *responsibility*. These units reflect the system of political and social relations in society, values such as legality, equality, and responsibility, as well as institutional structures. Psychological categories comprise concepts such as *fear*, *hope*, *anxiety*, and *trust*, which denote mental states in the human psyche, emotional experiences, and internal processes involving trust and risk. Conceptual categories, through broad notions such as *identity*, *development*, *transformation*, and *progress*, manifest the fundamental patterns of human thought, worldview, and the mechanisms of perceiving reality. Such abstract units not only encapsulate individual personal experience but also embody the collective consciousness of society as a whole, its cultural heritage, and its shared intellectual experience. Consequently, abstract nouns do not merely enrich the lexical inventory of a language; they also serve as an important instrument that preserves society's intellectual and cultural experience in verbal form and enables its active deployment in the process of communication [1,2].

Furthermore, the discursive potential of abstract nouns reveals their linguistic nature with greater precision. H.-J. Schmid characterizes abstract nouns as "conceptual shells," demonstrating that they perform the function of condensing complex content in a text and linking it to preceding or following context [3]. This theory makes it possible to understand abstract nouns not merely from a lexical-semantic perspective but as semantic nodes of text and discourse. For example, units such as *problem*, *fact*, *issue*, and *idea* generalize the entire preceding or following proposition into a single conceptual center, thereby ensuring the coherence and semantic connectivity of discourse. For this reason, any linguistic interpretation of abstract nouns must take into account not only their semantic composition but also their conceptual and discursive potential.

In general, the linguistic interpretation of the concept of abstract nouns indicates that these units appear in the language system as a complex, multi-layered semantic phenomenon. Unlike concrete object names, they do not directly denote reality but rather generalized states, processes, relations, and values produced by human cognition. A proper understanding of the semantic nature of abstract nouns cannot be confined to traditional lexicological classification; rather, it requires the integrated application of semantic theory, cognitive linguistics, and discourse analysis. Only through such an approach can the mediating function of abstract expressions between language and thought, their conceptual nature, and their communicative potential be fully elucidated.

In illuminating the semantic nature of abstract nouns, particular attention must first be paid to their generalizing property. Such lexical units do not designate an individual, concrete object or phenomenon in existence but rather a generalized semantic pattern – that is, conceptual abstraction – formed on the basis of numerous individual phenomena, states, relations, and experiences. In this respect, an abstract noun emerges as the result of the transition from a concrete notion to a conceptual

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expression, and this process occupies an important place in the semantic system of language. This generalizing property elevates abstract nouns above the level of simple naming units and permits their interpretation as complex products of human cognition.

For instance, abstract nouns such as *stability* or *cooperation* do not refer to a single concrete object or a one-time event in reality. Instead, they express a generalized conceptual pattern of social balance, stability, or joint activity observed across various situations. Specifically, the concept of *stability* does not denote an individual phenomenon but rather the general semantic convergence of various states – political system stability, economic equilibrium, social order, and the like – that is, a conceptual category describing the overall condition of a system. When used in speech, this unit functions not as a reference to a specific event but as a general concept expressing the degree of stability of an entire system, thereby increasing the semantic depth of communication. Likewise, the abstract noun *cooperation* does not signify a single action or isolated event but rather the generalized expression of repeatedly occurring processes of mutual assistance, agreement, and solidarity among various individuals, groups, or institutions. Through this unit, the speaker refers not to a concrete event or action but to the general pattern of social relations – that is, the conceptual model of cooperation.

Such semantic generalization of linguistic units expands lexical meaning and separates it from individual, concrete expression, transforming it into a product of human cognition [3,4]. As a result, abstract nouns manifest themselves as linguistic instruments that express conceptual categories formed in human consciousness rather than individual facts or objects in reality. This property further strengthens their mediating role between language and thought.

The generalizing semantic nature of abstract nouns is most clearly visible in their categorial content. In linguistics, such lexical units are frequently classified into four main semantic groups: names of states, processes, qualities, and relations [5]. This classification serves as an important methodological foundation for analyzing the degree of generalization and the conceptual capacity of abstract nouns. Each group possesses its own semantic characteristics, through which the level of abstraction of linguistic units and their role in the perception of reality can be revealed in greater depth.

Abstract nouns belonging to the state category denote the stable or relatively continuous manifestation of a given situation. Units such as *silence*, *peace*, and *stability*, for example, name the general, static condition of a situation rather than the movement or change of an object, thereby functioning in speech as a conceptual center expressing the overall state of a system or environment. Units in the process category express a generalized and object-detached manifestation of action: nouns such as *development*, *transformation*, and *decline* place at the semantic center not a specific event itself but its dynamic pattern, its gradual change, or its evolution. In the quality category, units such as *kindness*, *honesty*, and *cruelty* represent the conceptualized form of a feature or virtue independent of any object; through them, human characteristics or moral norms are expressed in a generalized manner detached from any particular object. Units belonging to the relation category – *cooperation*, *dependence*, *solidarity* – provide a generalized pattern of connection among individuals, institutions, or social groups [5,6]. Nouns in this group reflect the dynamic and interaction-based nature of relations.

These semantic groups demonstrate that the degree of generalization of abstract nouns is not uniform. Although *fear* and *responsibility* are both classified as abstract nouns, their conceptual capacity and depth differ. *Fear* pertains primarily to a psychological state and expresses an internal mental condition arising from individual human experience. *Responsibility*, by contrast, is a complex concept integrating social, moral, and institutional content, encompassing a broad semantic range from personal accountability to obligations toward society. Therefore, the semantic analysis of abstract nouns requires treating them not as a homogeneous class but as units possessing varying degrees of

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generalization and differing conceptual depth. Cognitive linguistics can serve as an important methodological foundation at this point, because it interprets meaning not as a ready-made, static content within a lexical unit but as a conceptual structure actively formed in human consciousness and restructured in a context-dependent manner. This approach makes it possible to fully elucidate the generalizing nature of abstract nouns not only lexically but also cognitively and discursively.

From the perspective of conceptual semantics, abstract notions constitute one of the most complex and multi-layered meaning structures in language. They frequently arise at the intersection and mutual interaction of several experiential domains and reflect complex conceptual structures formed in human consciousness. For example, the concept of *justice* is formed at the intersection of legal, moral, political, and cultural experiences. This unit does not merely convey the simple notion of "justice" but also incorporates additional semantic components such as equality, norm, accountability, social order, and normative grounding. Similarly, the semantic composition of the noun *progress* contains several interrelated components – movement, novelty, growth, positive evaluation, and advancement over time – which extend this unit far beyond the simple meaning of "development" into a broader conceptual field. Thus, abstract nouns are frequently constructed on the basis of multi-layered conceptual structures, and their meaning cannot be reduced to a single feature or simplified definition [7,8].

This aspect can also be observed in other abstract units. For instance, the word *solidarity* initially denotes simple unity or togetherness. However, its semantic volume is considerably broader, encompassing various meaning components such as social support, protection of common interests, mutual trust within a group, collective responsibility, and solidarity. Consequently, when used in speech, this unit may express not only closeness among people but also a particular social or political position. Specifically, when discussing social movements or collective initiatives, the concept of *solidarity* is frequently employed as an ideological category and discursive marker justifying the necessity of protecting group interests. In a similar manner, the abstract noun *resilience* also possesses multi-layered conceptual content. While this unit typically denotes endurance or the capacity to withstand pressure, its semantic composition also includes components such as adaptability, recovery after crisis, inner strength, and sustainable development. Therefore, when *resilience* is used in speech, it manifests not merely as a psychological state but as a broad conceptual category expressing the ability of a society, economic system, or institutions to adapt to and recover from difficult conditions. For example, in economic or political analytical texts, collocations such as "economic resilience" or "institutional resilience" occur, and in such cases *resilience* functions as a generalizing concept denoting a system's capacity to adapt and recover under external pressure, crisis, or change, rather than referring to a specific event or phenomenon. This clearly demonstrates the integration of process, quality, and evaluative components within the semantic composition of this unit.

Likewise, the abstract noun *accountability* is among the units possessing a multi-layered semantic structure. This noun is usually employed in the sense of responsibility or answerability; however, its conceptual content is considerably broader. The concept of *accountability* encompasses semantic components such as transparency in governance systems, the obligation to answer for decisions, public reporting, and social control. For example, in political or governance discourse, the collocation "public accountability" functions as an important social category and normative requirement expressing the responsibility of state bodies to society. Here, the abstract noun does not merely describe a particular governance practice but also conveys a specific political norm and social demand through it. Another example is the unit *legitimacy*. At first glance, this noun conveys the meaning of legality or validity; however, its semantic composition contains several layers of meaning, including legal foundation, social recognition, political support, and normative grounding. For

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instance, the collocation “political legitimacy” denotes not only that state power possesses a legal basis but also that it is recognized and supported by society. Thus, in this case the abstract noun is employed as a conceptual category that generalizes the normative and social foundations of a political system rather than a real process.

It is evident that each of these units possesses a complex conceptual structure integrating several semantic components. They do not directly name a concrete object or phenomenon but express social, psychological, and cultural categories formed in human cognition. For this reason, abstract nouns frequently function in speech as instruments of a high degree of generalization. Such generalization, in turn, enables the expression of a particular idea, value, or social position in discourse. Consequently, abstract nouns manifest themselves not merely as semantic units but also as important conceptual markers and pragmatic instruments that organize discourse. Their multi-layered semantic structure creates the possibility of performing various pragmatic functions in speech: they generalize social phenomena, intensify evaluative content, and serve to express complex processes at a conceptual level. In this respect, abstract nouns are regarded in contemporary discourse analysis as one of the most active and multifunctional linguistic units from both semantic and pragmatic perspectives.

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