

Characteristic Features of Internet Discourse

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Abstract. *This thesis discusses the features of internet discourse, focusing on its language, structure, and purpose across different media platforms. By analyzing news articles, opinion pieces, and digital content, the study reveals how internet discourse employs techniques such as brevity, persuasion, and framing to shape public perception. The research also discusses how these features contribute to the simplification of complex issues and influence public understanding. The findings emphasize the need for transparency in media framing to promote more critical consumption of information. The work also focuses on theoretical basis of the theme pointing out works that are devoted to the study of internet discourse.*

Key words: *digital space, real-time interaction, social interaction, global scale, intertextuality, cognitive information, goal-oriented communication, media analysis.*

Media discourse is a crucial aspect of communication that reflects and influences social, political, and cultural realities. This thesis explores the distinct features of media discourse, focusing on its language, structure, and purpose. By analyzing various media forms—such as news articles, opinion pieces, and digital platforms—this study identifies how media discourse shapes public perception. The findings show that media discourse is characterized by brevity, persuasion, and framing techniques to guide audience interpretation. This research contributes to a better understanding of the role of media discourse in shaping public opinions and knowledge. In my view, media discourse is not only a reflection of society but also a powerful tool that shapes public opinion. This dual role makes it a compelling subject of study, especially in today's fast-paced digital environment.

Media discourse plays a vital role in modern communication, influencing how information is consumed and interpreted. With the rise of digital platforms, understanding the features of media discourse has become increasingly important. This thesis examines the peculiar features of media discourse, focusing on how language, structure, and persuasive techniques shape public perception. The research aims to shed light on how media frames and simplifies complex issues, affecting the way audiences understand news and events.

Media discourse, as defined by Fairclough, operates on both a textual and sociocultural level. The textual level involves the language and structure of media texts, while the sociocultural level concerns the context in which media functions. According to Entman, framing plays a crucial role in how information is presented to shape audience perception. Media outlets use framing, word choices, and themes to direct audience interpretation of news events. Several scholars, including van Dijk, have emphasized the role of media discourse in influencing social attitudes, especially in how media presents issues like race, politics, and international conflicts. McQuail further explores how media discourse not only informs but also entertains, using rhetorical and persuasive techniques to captivate the audience.

Nowadays, information technologies are increasingly increasing their influence in the modern world, and this is a prerequisite for the Internet to become the main source of receiving and exchanging

information. The most popular way to inform friends and acquaintances about important events in the user's personal life, as well as what is happening in society and in the world, is blogs. Blog (English blog, from web log - online event log, online diary) is a website containing regularly added entries that contain text, images or multimedia objects. A characteristic feature of blogs is short entries of temporary significance, sorted in reverse chronological order (last entry on top). From the point of view of language features, blogs are characterized by: conversational style; use of reduced and taboo vocabulary; the use of interjections, exclamations and particles in order to create the effect of emotional coloring of the text; a large number of English words; elliptical constructions, lack of punctuation; various options for abbreviations to optimize writing (elliptical constructions, assimilation, acronyms).

Internet discourse is the communication that occurs in digital spaces like social media, forums, and instant messaging. It is a hybrid of spoken and written language, featuring unique elements like abbreviations, emoticons, and hypertext, and involves real-time interaction and the exchange of ideas. This form of communication can influence public opinion and social interaction, and its characteristics make it distinct from traditional written or spoken discourse.

Consequently, the following discourse forming features of the Internet discourse may be outlined:

- the similarity of the Internet discourse and Internet discourse proper features is manifest in the following: timeliness, extension, universality, recurrence, virtual and interactive character of the communicative process, global scale, distant character of the communication itself and the equal status of the speakers involved, technical mediation, extensive employment of the hypertextual and multimedia technologies, the possibility of archive information storing;
- the similarity of the business Internet discourse and media discourse proper is made prominent in the following: the regular and global character of distribution, up-to-datedness, high eventual density, the obligatory presence of the audience, intertextuality realized through the immediate use of the signs of different nature; diversity of Internet-messages genres, the personalized dialogical character of the communicative process, the creative approach to the information presentation, the high expressiveness of the anchorperson's speech, the wide use of speech strategies of the conversational style in the aspect of the grammatical as well as lexical and stylistic features;
- the similarity of the business Internet discourse and business discourse proper is characterized by the following aspects as the common topicality (general economic and stock activity), the likeness of the communicative strategies and techniques (compensational, rhetorical and organizational) and the type of the basic communicants' interaction (the status orientation of the discourse) and, as a result, the existence of the typological lexical, syntactical and stylistic features.

The contemporary Internet-discourse is a unique communicative and pragmatic phenomenon. Its condition in the media-sphere is predetermined by the society's demand for the cognitive information acquisition and the peculiarities of this discourse type functioning. The uniqueness of the Internet-discourse is determined by the interaction of the following discourse features: the addressers' expectation of the professionally oriented interactive educational equal communication with the audience, the informational business Internet-messages genre specification, the subject-subject positions of the communicants, the communicative strategies and techniques assortment and the peculiarities of their functioning.

Images are a powerful and multimodal form of communication in online discourse, conveying meaning, emotion, and context more directly than text alone. They shape perceptions of topics by influencing what is seen and the emotional responses evoked, and their use is analyzed through visual discourse analysis to understand how they work alongside text to persuade and inform. How images are studied in online discourse is another important issue. Visual discourse analysis (VDA): this is a framework used to critically analyze how images mediate themes like truth, power, and social issues in online discussions. Analyzing choices: researchers look at the specific choices made by designers and content creators, such as why certain pictures are chosen and others are not, to understand the underlying messages. Tracking changes over time: visual discourse analysis can track how the use of

images changes to reflect shifts in communication styles, such as a move from a formal, authoritative tone to a more conversational and engaging one. Online discourse can take many forms, including comments, tweets, posts, and threads, allowing for diverse expressions of opinions. The immediacy of online discourse means that feedback can influence the content creator's work almost instantly, leading to rapid changes in strategy or messaging.

Types of internet discourse include forms like goal-oriented communication (e.g., collaborative projects), interactive genres (e.g., conversation, personal narratives), and multimodal communication that blends text with visuals and other media (e.g., memes, GIFs, emojis). It can also be classified by its purpose, such as discourse that is descriptive, argumentative, or expository, as well as by its medium, like email, instant messaging, or video conferencing.

Internet discourse is important because it reflects and shapes modern communication, culture, politics, and economics by providing a space for rapid information sharing, global connection, and new forms of expression, while also presenting challenges like misinformation, echo chambers, and cyberbullying. It is a critical area of study for understanding linguistic and social transformations in the digital age and for developing digital literacy skills.

At present time one cannot imagine life without internet, it has already occupied people's minds, considering this global issue linguists have to focus on studying various aspects of this discourse that demands thorough comprehension. Internet discourse has got unique, unrepeatable language that can not be implemented in other speeches.

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