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## **Linguistic Means Of Bessarbian Life Reflection In Virtual Media Space**

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**Abstract:** Today in Southern Bessarabia, as well as around the world, the development of information and communication technologies is rapidly gaining momentum. We feel the influence of bloggers, opinion leaders, and active community representatives on the general public opinion. Virtual media are an effective platform for covering important society issues and achievements of the region, town, village, or district that are interesting and effective due to modern realities. There is definite transition from traditional ways of communication to new and progressive ones, which replace the usual communicative practices. This can be attributed to certain reasons, such as the growing popularity of virtual media among different age groups and, consequently, the emergence of new concepts and realities that require specific language units to nominate them. As a universal means of communication and information exchange, the Internet is a reflection of linguistic reality and the changing lingual and cultural environment. At the same time, there is a process of enriching the lexical and semantic structure of languages, including borrowings, numerous neologisms and newborn abbreviations. Various genres of virtual media communication are realized in new textual and discursive practices. The trend of democracy and simplification is reflected in all areas of speech, which are manifested in online texts that leads to changes in official language standards of communication and attracts the attention of many scholars. The desire to deepen the informativeness of the statement naturally acts as a catalyst for constant changes in media language that is why such research problems need comprehensive study.

**Keywords:** virtual media space; communication; neologism; abbreviation; borrowing.

### **Introduction**

Online media as a means of mass communication impose new requirements for the creation of texts that go beyond traditional norms, when a media text operates, on the one hand, in the media system and is transmitted through a particular channel,

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and on the other hand, it presents a combined product of journalism, PR and advertising with their personal traits.

The great variety of media texts operating in the system of the Internet space implies the need to study not only the specifics of their content, genre features, but also the development of technologies for their formation, impact on the recipient and perception by the addressee (Kudryavtseva et. all, 2005, p. 59-60). Various genres of mass communication are realized in new textual and discursive practices. The trend of democracy and simplification is reflected in all areas of speech, which are manifested in the format and printed texts, which leads to a change in official language standards of communication and attracts the attention of many scholars (Tyryghina, 2010, p. 89). We may also note different types of institutional discourse in the communicative space of the Internet today. Their typology is based on a system of parameters, which includes: distribution channel, image of the author, image of the addressee, method of presentation, thematic dominance and functional-genre affiliation.

In modern linguistics, functioning of language in the field of mass communication causes a number of new directions in research, like the emergence of a new sphere of mass communication, a new type accompanied by the formation of a new social functioning of language, used in this area; or, linguistic features of Chatbot and Messenger communication; artificial intelligence in “digital” sphere; SMM technologies and linguistic interaction with the audience in digital array; peculiarities of virtual storytelling; innovative media projects, based on both world and Ukrainian experience and so on.

With the emergence of new genre forms and changes in the principles of the information distribution channel Communication in the network has expanded the boundaries of the text message, adding new genre forms and changes in the principles of the information distribution channel. In connection with this development of technology, the text array becomes more creolized, the level of its hypertextuality has increased (Lyutyanska, 2014, p. 27).

The notions of “media space”, “digital media space”, “Internet text”, “media discourse” have different semantic scope and are in a certain relationship. The online media text is a broad concept, which involves interaction of a verbal text with various media structures and is intended for a mass audience. Media space is a new reality that emerges as a result of the interaction of three components: new media, information and audience, being “part of the social space, it has a very significant

impact on its structure and functioning.”

For example, in the work entitled “Media space as an important factor in building an information society”, we may see that according to different researchers media space is treated as the entire amount of information circulating in information flows, uniting all the transmitting information means, including libraries, archives, repositories, mass media, means of oral communication, lecture halls of universities and academies (Golovanova, 2017, p. 29). Close in meaning to “media space” are the concepts “information space”, “communication space”, and “hyper reality”, which define a complex social system created in the process of holistic communicative interaction of the following social institutions: media audience, producers / authors of the media content and the content itself, including the technical means used to transmit this content (Potyatynyk, 2004, p. 13).

The media world picture is manifested in two forms: a mental form, which represents the result of the influence of media texts on the thinking of an individual, and a transformed form, which exists in the form of texts of information messages on various media. This involves modeling events and phenomena of the world. Activities of this type are associated with the active transformation of reality and the construction of a new media reality. The media world is formed by various mass media, representing its variants, such as: TV picture of the world, radio picture of the world, picture of the world represented by the press, and in connection with the development of the Internet laid the foundations of a virtual picture of the world. It reflects the processes of change of political, economic, social and cultural reality, so the media picture is becoming more complex, information-rich and difficult to perceive and describe (Bell, 1991, p. 41).

Digital space is multidimensional, and last but not least - it is a communicative space, and therefore an important approach to its study is the linguistic approach, which is based on a wide range of methods of linguistic analysis.

As the universal means of communication and information exchange, the Internet space is a reflection of a linguistic reality and changing linguistic and cultural environment (Abbas, 2019, p. 23). The invention of high-speed digital information has greatly simplified access to it and the process of interaction between users on the Internet. At the same time, the process of enriching the lexical and semantic structure of languages accelerated.

The need to reflect different aspects of society leads to close interaction of virtual media discourse with the other discourse types, using different concepts and terms.

That is, there is an interaction and interpenetration of models of different types of discourses, which contributes to the constant development and transformation within the media discourse and is of constant interest to the researchers (Kazak, 2012, p. 32). For example, from the side of spoken language virtual media discourse possesses a large number of language clichés, which allows us to talk about the existence of intertextual connections between the Internet, media and colloquial speech forms. The category of authorship undergoes significant changes, which becomes the category of co-authorship and co-editing, when the author of the text becomes its editor with the simultaneous authorship of others, for example, texts that operate in the formats of various “Wikipedias” (Yatsymirska, 2005, pp. 62-66).

Besides, today in the socio-communicative space of the Network we may find a huge number of forms of electronic interpersonal communication, which are subdivided into *specific hyper genres* (blog, social network, electronic library) and *simple genres* (email, banner, forum, comment) (Golovanova, 2017, p. 27). In linguistics, there are also observed convergent (“convergent” from the Latin. Convergo - “converge”) genre forms, which in turn transform the very concept of a traditional media text and form a new type of a “virtual media text”. With the integration into the communicative process of web technologies and social media, supported by a certain web concept, new genres emerge, which today are referred to as convergent macro-formations of mixed nature (Hrytsai, 2012, pp. 237-239).

These include:

- different types of media, i.e. press, radio, television, Internet, when there is a connection and unification in one edition of different ways of conveying content to the consumer;
- various media areas of information and communication activities: journalism, PR, advertising, etc. (Kazak, 2012, pp. 35-36).

The analysis of research shows that the problem of the virtual media space in the new communicative environment and the changes that occur in its structural characteristics, have become the object of study in both domestic and foreign linguistics. The research covers pragmatic, stylistic, communicative, psycholinguistic, semiotic, linguo-cultural characteristics.

The desire to deepen the informativeness of the statement naturally acts as a catalyst for constant changes in language. Analysis of modern media text at the lexical level makes it possible to trace the main trends in updating the vocabulary of the media,

reveals the links between thematic and genre-style features of texts in which words and phrases function in their new meanings.

The American researcher Cezanne Herring, describing approaches in the study of computer-mediated communication in the English-language Internet space, identifies the following five areas:

1. Classification approaches that look at language on the Internet within the traditional research dichotomy “written / oral”, the theory of modes or genres or from the standpoint of “synchronicity / asynchrony” of communicative processes, which are considered on top of modular characteristics;
2. Study of the structural characteristics of this language, which focus on typography, spelling, the emergence of new lexical formations, including the use of various abbreviations (LOL ‘laughing out loud’): ‘message’, homophones of numerals (l8r ‘later’), etc;
3. Research of the Internet discourse, aimed, for example, at studying the pragmatics of politeness (rudeness) (phenomena of flame, trolling), involving the theory of speech acts, interaction and conversational analysis, theory of genres and registers, theory of language practices, linguistic diversity, etc .;
4. Some scholars study the language of the Internet as a springboard for understanding human behavior, rather than for the sake of linguistic description as such. As well as the study of identification practices and virtual identity, group interaction, status-role relationships, reputation management, i.e. the whole range of broad social interaction that occurs in the online environment;
5. Problems of linguistic diversity and ecology, which are increasingly attracting linguists in connection with the global spread of Internet technologies. It is believed that these technologies increase the spread of English and other world languages (such as Chinese or Spanish) by infringing on minority languages, which, however, is currently being questioned by some researchers. (Herring, 2014).

Consideration of regional electronic versions of periodicals (such as: <https://bessarabiainform.com> - Bessarabia Inform , <https://topor.od.ua/category/news/> - Internet newspaper “Topor” , <https://izmail-city.org/news> - Izmail today and some others) allowed to select texts in them on the following topical issues: Politics, World News, Home News, Business, Money Markets, Technology, Travel, Lifestyle, Entertainment, Jobs, Sports. Another group is the linguistic investigation of Blogs, Forums, Photos, FAQ tabs, Comments in the

online versions of newspapers and magazines, and social networking on Facebook, Twitter, Telegram, and more. This allows you to get acquainted with various events and identify language and speech differences in the comparative aspect - not only on the official website, but also outside it.

In the virtual media space, language tools are chosen in terms of their evaluative qualities and capabilities, the ability to effectively transmit information, and manipulate consciousness, because the main function is persuasion. One of the urgent tasks - the formation of public opinion - is impossible without an effective, emotionally expressive language tools that can really and accurately convey events, influence consumer emotions, interest them, convince of the correctness of some point of view.

Conversational vocabulary, slang and phraseological neologisms are effective means of expression in the 21st century. Their functioning is focused on evaluative and emotionally expressive contextual loading. An extremely common phenomenon of media language is a variety of puns, as well as the transformation of idioms. Often the authors of articles not only use one or another idiomatic expression, but also largely beat its meaning, often in order to achieve a comic effect and bring the effect of novelty. For example: gray PR, white salary, black hole, black cash, blue fit. So, the neologism “*Barbie dream*” notes the idealization of what is usually inherent in a young girl «*рожева мрія*».

In the case of the so-called deformation of the idiom, its semantic monolithic nature is destroyed and the words that are part of it begin to be used as independent units. Such neologisms are a kind of occasionalisms. “*An editor is someone who separates the wheat from the chaff and prints the chaff*” (*Редактор - це той, хто відокремлює пшеницю від полови і друкує полову*). Here the author seeks to beat the idiomatic expression “to separate the wheat from the chaff” and creates a comic effect, because, according to him, the editor is a person who publishes not necessary, important things, but any secondary unimportant information, a kind of “informational waste”.

Specific attention in modern virtual media space is paid to the emergence of new words. Among the innovations, one of the most famous is the term “hybrid warfare” («*гібридна війна*»). Since the hybrid warfare is part of the information war, this phenomenon is played out by various linguistic means, both in virtual media texts and in political discourse. Within the virtual space, the term «hybrid warfare» is used beside metaphors “*the new grey land of hybrid warfare*” («*нова невизначена*

територія гібридної війни») and “*the murky world of hybrid warfare*” («похмурий світ гібридної війни»).

Substandard language formations, which are characterized by deviations from the norm of literary language and depend on the communicative situation, become close to spatial-conversational ones. Varieties of these units are individual-author formations belonging to the group of occasionalisms, due to their possession of a powerful expressive charge in the virtual media space. Both linguistic and foreign-language factors are involved in the processes of occasional transformations of phraseological units. Thus, obeying the author’s modifications in a journalistic text, phraseological neologisms acquire a combined, additional loading, e.g. *Summer at last. You look **summary** too.*

Reports of a new coronavirus have brought many new or rethought realities and new words into our everyday life: “frequent and thorough hand washing, social distance, announcement of “self-isolation” mode, “electronic pass systems” and much more. Among the abbreviations of this time we have to single out the two most common, namely: *WFH (working from home)*, and *PPE (personal protective (or protection) equipment)*.

Neologisms also play a very important role in modern general political life. Many neoplasms appear in connection with the linguistic and creative activities of Internet users and authors who write news articles. Example, *memes* – humorous pictures used for figurative and vivid display of emotions, and users often resort to unusual combinations of words and occasionalisms. Appear specific symbols and language neologisms, such as *hashtag*. This is a symbol used in the social networks, like “*Twitter*” for the thematic labeling of content.

The processes of neologism creation is only one side of the language shifts that occur under the influence of Internet communication. Technical capabilities of online communication have functionally brought together oral and written language. There is a search for tools that could fully convey the broad pragmatic context of direct language contact, e.g. «*ego surfer*» – a person who increases his self-esteem, constantly googling his name, or «*grab a spoon / знайди іншу*» – words that mean “*start a new relationship*”, when your acquaintance has broken up with his girlfriend and is depressed, you can encourage him with this phrase.

Analyzing the phenomena in the language system, we note that the abbreviation is considered as a kind of basis for the new word formation For example: *iFinger* is a

term that refers to a finger that we specifically leave clean when eating and simultaneously using a smartphone or a tablet.

To create an effect on the audience the so-called buzzwords are used: HDTV (High Definition Television) - to denote high definition television; TINA (There is no alternative) - to indicate a non-alternative solution in politics; IMHO (In My Humble Opinion) - In my humble opinion (an acronym that was noted on the Web).

One of the manifestations of the law of economy of language means can be considered the formation of telescopic nominations and merged words. Among the neologisms of recent decades, there is a tendency to increase the units of this type. They are dominated by partial ingot words, i.e. units that combine one truncated element and the full form of another, for example: *Europlug* - *European plug* to denote an electric plug used in the European Union. *Phablet* - a term formed by merging two words - “*phone*” and “*tablet*”. Means a smartphone that has a huge screen, but still not as big as a tablet. *netizen* - *Internet* + *citizen* (common element - t -); - a person who spends a lot of time on the Web.

With the development of information technologies, there is partial transition from traditional methods of communication to new and progressive ones that replace the usual communication practices. This can be attributed to certain reasons, including the growing popularity of virtual media among different age categories of society and, as a result, the emergence of new concepts and realities that require language units for their nomination. As we can see, linguistic innovations affect all areas of virtual media space and require further study.

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