



LANGUAGE AND COMMUNICATION LANGUAGE OF SOCIAL NETWORKS

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Article history:	Abstract:
Received: December 8 th 2021 Accepted: January 8 th 2021 Published: February 13 th 2022	The article discusses the language of social networks and the linguistic features of the language of communication through popular electronic sites, social chats, e-mails.
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INTRODUCTION

As a result of the popularity of communication on the Internet as the main form of communication, chats, platforms in the form of "social network" have emerged, and in this regard, new lexical units in Uzbek, originally in network communication, began to be actively used in our social life. In this regard, the language of the Internet has a significant impact on modern Uzbek.

Today, the Internet remains a universal means of communication between people, making it a part of our lives - a global computer system that forms the global information infrastructure that enables the interaction of individual computers and small networks, regardless of geographical location, time and space. This tool is important because it has its own laws and norms, a large open world that follows linguistic laws - a large area.

If we look at the linguistic features of the language of communication, which is usually carried out through popular sites, social chats, e-mails, we see that words in the virtual space are often not used in accordance with the rules of the language. This is currently happening mainly in the social networks that serve the most for social communication.

We can describe the language of communication in these networks as "rushing" speech. Because they use punctuation marks, capital letters, necessary abbreviations, neologisms freely and in a special way.

Therefore, it should be noted that with the development of the Internet in our lives, a new type of communication has emerged in the field of communication, with written, oral, symbols and images.

The language of communication of the Internet - the language of electronic media - emerged in this way and began to take on new forms.

MATERIALS AND MEHODS

In this sense, the study of texts used in social networks is of particular importance not only linguistically but also politically.

PF-4797 of the President of the Republic of Uzbekistan dated May 13, 2016 "On the establishment of the Tashkent State University of Uzbek Language and Literature named after Alisher Navoi", PF-4947 of February 7, 2017 "On the Strategy for further development of the Republic of Uzbekistan", Decree No. PF-5850 of October 21, 2019 "On measures to radically increase the prestige and status of the Uzbek language as the state language", February 17, 2017 No. PQ-2789 "On the organization, management and funding of the Academy of Sciences Resolution of the Government of the Republic of Uzbekistan dated October 4, 2019 No PP-4479 "On the broad celebration of the thirtieth anniversary of the Law of the Republic of Uzbekistan" On the State Language ", as well as other regulations to some extent, these analyzes serve to implement.

RESULTS AND DISCUSSION

Man is a social being, and as long as he is alive, he has interacted with those around him in various ways throughout his life. As the life of the society is thus connected to each other on the basis of communication through the Internet, chats, social networks, the channels of communication, information, exchange of news through human communication are developing. The social dialogue created by human society consists of specific questions and answers and has its own means of communication. That is, social media includes the following tools:

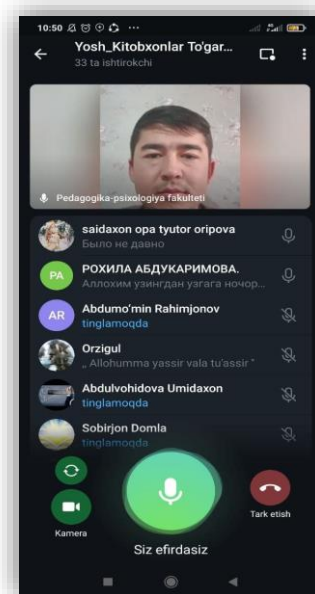
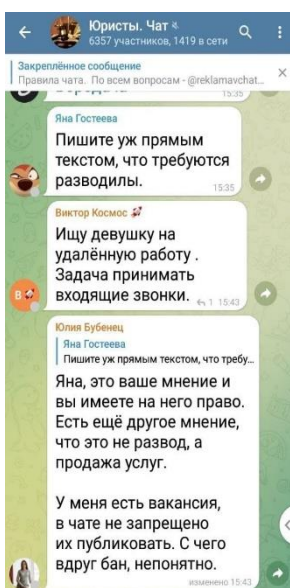
1. Subjects of communication consisting of two or more communicators;
2. Issues that make up the topic of conversation;
subject of communication (reason for communication);



3. Personal "I" management in the mechanism of communication.

To give an example of this, a communication subject consisting of two or more communicators will consist of a conversation of group members available on the Telegram channel. The topics that make up the

topic of communication are pre-selected by the participants, and the direction of the conversation is narrow, such as webinars or online seminars on the ZOOM platform. In both forms of communication, the mechanism of communication is governed by the principle of personal "I".



Initially, when communicating through social networks, the following tools were previously hidden in the personal "I" of the thinker. The semantic coloring of words, pronunciation, rhythm, pause, facial expressions, gestures were not reflected in the correspondence written in the form of a simple message. However, as the language of social media has evolved rapidly, due to the demand and need for information, the forms and characters that represent these tools, images of human faces, animated gestures, and then voice chats have also enriched the most advanced type of video communication.

In determining the linguistic features of the above types of communication, special attention is paid to their use mainly in the style of speech, the use of simple, incomplete sentences, often non-compliance with punctuation and spelling principles, abbreviations, as well as the use of dialectal words.

On the example of the social network Facebook: In the above examples, the abbreviation "FB" (facebook), "GAI" (Gosudarstvennogo avtomobniy inspection), "bb" (bolip), the words "kalpak", and the words "kilmidi" and "shafyorlar" are used in colloquial

speech and are punctuated in simple, incomplete sentences. The rules of marking are not followed.

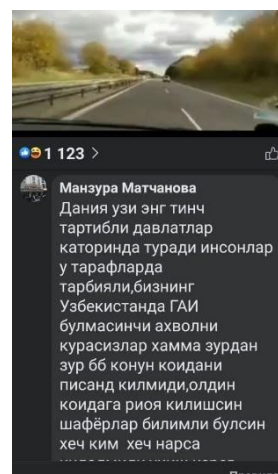
Communication on social networks has some characteristics of its own, unlike people's live and real communication. As people adapt to the demands of the times, from live communication to communication on social networks, there are changes in his style of speech, as well as in the richness of vocabulary. For example, messages, exclamation and modal words, which are as simple and conversational as possible, use forms that express their emotionality instead of punctuation.

We analyze the differences between social media and live communication:

1. Compulsory communication: From this the person inadvertently joins groups, channels on social networks and involuntarily becomes a participant of this communication platform.
2. Indirect communication. In this case, the main means of communication will be a mobile phone or computer, Internet and other necessary technical means, Internet



traffic, funds spent on packages. In live communication, two or more people can communicate directly.



3. Limited communication. In this case, the time of communication between individuals is financed and pre-determined on the basis of Internet costs. In live communication, it is irrelevant.

4. Inanimate communication. In this case, individuals can communicate with bots, programs, online speakers and online consultants, which are technical products, if necessary.

5. Imaginary communication. In this case, the interlocutors exchange ideas and objects, shapes, pictures and various symbols in response to each other. For example, imaginary communication is carried out by sending flowers, money and music files to encourage the interlocutor.

The purpose of using social networks is also:

1. Simple, entertaining, personal communication.
2. Communication for information exchange.
3. Propaganda, communication for advertising purposes.
4. Built-in dialog for online management.
5. Links left for memory.

The reality of social communication is reflected in our social life. During these conversational processes, communication is also selected and developed according to the interlocutor, the topic of conversation, the space, time, and means of the conversation. These mechanisms are one of the unique achievements of the language of social networks. Because the communicator is outside the sphere of influence of the interlocutor, the topic of conversation is

free, space is boundless and the convenience of time not spent on distance is a necessary tool for communication in a social network. In this context, a virtual lifestyle created specifically for each communicator, on the other hand, takes the individual away from the real lifestyle. The possibilities of this virtual world, the person's artificial actions in solitude in this world, speech based on signs and expressions, different thoughts from the real interlocutor in the external world, rapidly changing virtual moods and emotions are likely to take him away from real life.

Linguistic analysis aimed at the study of texts within a single semantic field in relation to the language of fields, directions, networks is gaining popularity in world linguistics. As time is rapidly renewed, it is natural that each new field that enters our lives develops its own dictionary, language, style of speech, text structure, and general semantics. Therefore, new areas of general linguistics, such as mediallynguistics, political linguistics, psycholinguistics, sociolinguistics, are entering, and the new paradigm of language is being studied across disciplines. In this regard, the study of general and specific aspects, content, significance of texts used for various purposes, the identification and analysis of new research is of great theoretical and practical importance for linguistics.

CONCLUSION

The rapid development of sociolinguistics in world linguistics, which studies the relationship between



society and language, is determined by the structure of the language and social class of each member of society, the clear reflection of the social status of the language. In linguistics, the language in which he expresses the public opinion of the society, the principles of text interaction and rules of application, scientific theories related to the theory of written communication, the practice of creating linguistic features of texts used by the general public. Criteria, goals, distinctive and common features of the use of social networks as a broad object of study of social thought have emerged.

Thus, the full disclosure of the essence of language units in the sociolinguistic approach, especially the study of the linguistic features of texts used in social networks on the basis of the study of the language of users of these networks is a topical issue of linguistics.

The study of the peculiarities of the Uzbek language, the historical development of the language of society, the prospects of texts used in social networks from a sociolinguistic point of view is of particular importance in determining the worthy place of our language among world languages. Because "Our ancestors came to the world through our mother tongue. In this language, they have created great examples of culture, great scientific discoveries, masterpieces of art. It should be noted that the charm, social status and national image of each nation's language are reflected in the units of speech it expresses, mainly in the texts. These pieces of speech carry information to the whole world through social networks. They also determine the author's attitude to public opinion, the spiritual and social environment of the time and place in which he lives, and the level of development of the people, in addition to the transmission of information.

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