THE ROLE AND LEXICAL FEATURES OF INTERNET NEWSPAPERS IN SOCIETY

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Abstract

First of all, we need to understand that the role and influence of internet newspapers in society is unimaginable today. The fact that paper newspapers are replaced by online newspapers requires a modern world. This article highlights the lexical features of internet newspapers, the characteristics of mass media, and the difference from paper newspapers.

Keywords: internet newspapers, communication, social network, smile stickers, comments, print newspaper.

Роль и лексические особенности интернет-газет в обшестве

Аннотация

Прежде всего, мы должны понимать, что роль и влияние интернет-газет в обществе сегодня невообразимы. Тот факт, что бумажные газеты заменяются онлайн-газетами, требует современной среды. Эта статья подчеркивает лексические особенности интернет-газет, характеристики масс-медиа, и разница с бумажными газетами.

Ключевые слова: интернет-газеты, общение, социальная сеть, наклейки с улыбкой, комментарии, печатная газета.

Internet gazetalarining jamiyatdagi ro'li va leksik xususiyatlari

Annotatsiya

Avvalo, bugungi kunda Internet gazetalarning jamiyatdagi roli va ta'sirini tasavvur qilib bo'lmasligini tushunishimiz kerak. Qog'oz gazetalarni onlayn gazetalar bilan almashtirish zamonaviy dunyo talab qiladi. Ushbu maqolada Internet gazetalarining leksik xususiyatlari, ommaviy axborot vositalarining xususiyatlari va qog'oz gazetalardan farqi yoritib beriladi.

Kalit so'zlar: Internet gazetalari, aloqa, ijtimoiy tarmoq, tabassum stikerlari, sharhlar, bosma gazeta.

Introduction. Nowadays, the amount of use of social networks around the world is growing at a high rate. At the same time, the number of users of online newspapers is increasing, while the number of users of printed newspapers is declining. This article discusses the impact of Internet newspapers on public life and its lexical features. First of all, we need to pay attention to the meaning and

application of Internet commentary in social networks, so we should refer to the research work of linguists who have conducted research on this topic.

Literature review. According to the "commentary" of one such scientist S.I Ojegov:[1]

1. Explanatory notes to some texts;
2. Reflecting, explaining, and criticizing specific information.

In an article published in the scientific journal Modern Problems of Science and Education, Karpoyan describes the Internet commentary as "a communicative environment with the reliability of knowledge and facts, their expression, interpretation, discussion and evaluation."[2]

There are the following types of comments on the Internet:

• Traditional commentary applied in internet communication without any changes;

• Comments that have additional capabilities in the process of Internet communication, the scope of availability has been expanded and changed;

• Comments formed during the Internet connection process.[3]

Comments on the Internet are related to comments that are relevant to expressing users 'opinions on reality.[4]

According to Russian linguist Melnik, the structure of the comment on the Internet includes the username, a photo of its profile and the content of the comment text. The comment text may contain a hyperlink or may only consist of it.[3]

Comments on the social network will have a tree-like appearance that represents the structure of the forums, depending on the point of sequential regulation. Comments may not refer to information posted on the social network, but come as a response (comment) to someone's already written comment.[3]

The main purpose of commenting on information posted on social media is to draw the attention of applicants to relevant facts and to respond to them.[5] The content of the commentary focuses on current events in politics, economics, science, culture and the arts. The linguistic features of Internet commentary combine it with other genres of publicist speech, while also allowing information about specific features specific to the commentary. The content of the online comment is "oral in nature and can be supplemented with non-verbal elements"[4]

Noting the complexity of transmitting the emotional component of communication, E.A. Biryukova cites compensation features for nonverbal communication components:[6]

• Specific punctuation used to indicate intonation

The emotional component of live communication is manifested primarily through intonation, while in virtual communication such a process can be observed through punctuation.

• Transmission of mimics and gestures using graphic symbols

In some modern internet platforms, photo and video materials can be used to convey facial expressions and gestures, but traditional shapes like Smile Stickers are less popular.

• Volume transmission

E.A. Biryukova points out that capital letters are used to convey the volume or the most important information for the recipient.

The commentary incorporates features such as efficiency, informality, competence and expression, combining certain rules of information formatting and individual presentation.[4]

E.V. Kholodkovskaya's article in the journal Scientific Research cited the following features of an internet comment:[7]

• Language shortening;

• Use of emotional syntax;

• The effect of speech syntax;

• Simplification of syntactic structures.

T.V. Altuhova also emphasizes the following features in her article:[8]

• Subjectivity;

• Imitate the form of speech using an expressive colored dictionary

The features of the Internet commentary on the social network were revealed by the well-known Russian linguist M.A. Pavlov points out that.[9]

1. "Weakness" and "mosaic" of direct discussion of the problem"

Discussions on the Internet can take a long time because interlocutors do not always respond to each other as quickly as they do in a live communication process. In this regard, the activity of the participants decreases.

2. Increasing the speed of interaction between the participants in the discussion, the impact of communication is a unit of direct interpersonal communication.

Comments on the internet can turn into conversations and lose its stability

3. The effect of "change in the purpose of social behavior"

Since the middle of the 20th century, "social time" (time of change in technology) has increased from "biological time" (time of change of generations of people), which affects their relevance. Various news and events are updated on social media, most of which become obsolete in minutes, hours or days.

4. Demonstration of communication conversation style

Internet commentary is usually created using the features of the daily style of conversation, which is characterized by:

1) informality and ease of communication;

2) use of a household dictionary;

3) use of simple, soda and incomplete sentences;

4) frequent use of phrases;

5) emotionally expressive assessments of a subjective nature, etc.[10]

5. Active use of nonverbal communication tools specific to network speech

Comments on the Internet can be supplemented with various audio and video attachments. Text is italic, bold text can only be written in capital letters. You will also be able to use different smile stickers in the comment section of the statement.

So, comment is a form of communication in social media apps, for example, a photo posted on Instagram and facebook social networks, a reminder of our situation, something, its main purpose is to focus users 'attention on specific relevant moments and evaluate them.

On social networks, the structure and forms of the comment can be tracked by including the text of the comment in the sections given under the username, its profile image. The content of the Internet review is verbal in nature and is supplemented by non-verbal components. These components can be represented by punctuation, capital letters, or smile stickers.

As a special speech genre, internet commentary is distinguished by the following features: the shortness of language, the use of emotional syntax, the simplification of syntactic structures.

As a type of communication on the social network, a number of linguists have expressed their views and opinions in scientific work and articles, In short, the Internet commentary as a method of communication has its own characteristics, for example, the speed of communication in the network, which in turn can lead to the features of influence on short- or long-term communication, the manifestation of the style of communication, the active use of non-verbal communication.

Mass media market researchers have long been predicting the complete transition of the press to virtual space and are painting the reader of the future with a thin display in their hands instead of a newspaper.[11]

The reader today is a full participant in the information process, not just absorbing information, but operating on it. The task of the editorial staff is to convince its audience of this, to show the reader that he is respected. This was confirmed by the participants of the focus group organized by the Institute of Regional Press as part of a seminar on the study of readership. And she seeks to participate in the organization of content, in the formation of a picture of the world,

and gradually the degree of this participation is increasing. Thus, the audience is both an object of influence of the media and an active party to dialogue relations.

Recently, there has been a strengthening of the weight of the reader on the pages of mass newspapers: the volume of publications of readers and excerpts from blogs is increasing. One of the ways to understand with the audience is to establish fatal feedbacks, which are an instrument of organizational and mass work of the editorial office with the audience. It is feedback that is considered the basis of commercial the success of the publication, and its absence creates for the communicator "certain difficulties both in the socio-psychological and economic sphere of activity"

The role of the passive consumer has transformed into the role of a reader colleague. And here you can talk about the reader as a subject of the creative part of the media process. This is especially evident in the active work of readers in the information process on the websites of publications. Paper and electronic versions of newspapers are perceived as a whole. There is a process of mutual influence. The newspaper's website is a platform for attracting the audience to the publication as a whole and the paper version in particular. And in the publication itself we find many references to the Internet version.

The new century dictates new rules. The emergence and development of new communication channels require a fundamentally different approach to the organization of the work of the print edition. Along with the new requirements, the structure of the periodical, both external and internal, changes. And this requires other principles of collecting and editing information, a new attitude towards the reader.

Many Western media managers say that in the near future the product distribution model itself and the approach to selling advertising and editorial content should change, and, in fact, patterns of perception of this content by a reader [12]. We see certain changes in modern media practice: new forms of content distribution are actively developing - from electronic publication sites to mobile versions of the newspaper, which can be read directly on the screen of your cell phone or communicator.

Modification of relations of media process entities in the print media has led to the development of such a press property as interactivity (from English interaction - interaction, mutual activity): "media and the audience are in a state of mutual influence, interdependence: changes in one area necessarily cause changes in another ".

In the footsteps of social networks, the "Daryo" newspaper follows, offering to register readers' diaries on its website, with which users can express their thoughts, post photos, publish news, make new friends, to unite in interests in the

community and, as the publication promises, get a real chance to achieve popularity on the expanses of the network. The project "Living Newspaper", which is created by readers of the "KUN.UZ", became innovative in this publication. Anyone can send news or their own material to it. According to the editorial plan, the Internet portal is a place of communication of knowledgeable people: whoever knows what, he talks about that. Materials on the site are posted by professional journalists and ordinary readers who have something to share. The newspaper number is formed on the go. People start their own blogs, comment on the records and evaluate each other. Articles are sorted by chronology, popularity, or keywords.

Thus, the audience from readers has transformed into consumers. Its latest modification is the status of users. A significant role in this was played by the Internet and electronic websites of publications, which simplified access to content and made it possible to freely, informally communicate with the newspaper and, most importantly, with other members of the audience. And this is a distinctive feature of the modern press. If earlier the audience - the addressee of the collective - was characterized by a lack of interaction or minimal interaction between the members of the audience, today we are observing the correlation process not only between the editors and readers, but also between entities within the reading community through communication on publication sites. This leads to the consolidation of the audience, to the unification of readers in the interest community. As practice shows, journalists are almost unable to control this process, and often the discussion of the material flows into other areas, the subject of the conversation is forgotten, and the reading discussion ends in a battle. Sometimes commenting on journalistic material or reader material turns into a messy hum of voices that is not regulated by anyone. Comments on posts appear. As a result, these disputes end, as a rule, with obscene abuse. The Internet is addictive. Traveling from link to link, from blog to blog, he himself does not notice how he spends too much time on the network, which negatively affects the user's health. The speed of the Internet strengthens "minimalism" in the style and language of journalistic materials in the press. Comments sometimes come with an abundance of spelling errors, emoticons and a lot of typos. Rarely on the pages of the newspaper can speak an audience that does not have access to the websites of publications.

Conclusion: An analysis of the materials of mass publications, as well as their electronic analogues, showed that the dialogue with the audience has been established, the editors are actively using new interactive forms of interaction with readers, which led to the transformation of the relationship between the editorial and the reader. Communication with the audience from the formal was modified

into informal, and the reader became a full-fledged subject of the information process. Thanks to the websites of the publications, user access to content was simplified, and it became possible to use all multimedia tools from viewing photos and videos to publishing their own materials on the site. Thus, the reader becomes the subject of the creative part of the media process.

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