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COMMUNICATIVE ASPECT OF INTERNET MEDIA

Abstract: *The main function of the Internet is communication. Indeed, the global network is an effective means of communication in the general sense, it serves for the interaction of people who are geographically distant from each other. At the same time, the Internet is a tool for the influence of language, through which it is persuaded, argued, and propagated in order to achieve certain ideological, commercial, and political goals. In addition, the Internet is a means of cognitive (knowledge acquisition), thesaurus (accumulation and storage of knowledge), cultural (a means of creating a new global information culture or different subcultures) and aesthetic (playful in the “lower” sense and artistic and creative potential in the “high” sense enhancement tool). Researchers highlight the most important aspects of global networking language based on the age-oriented genres of networking. Language innovations are fully realized and studied through the network genres. While studying them, the possible directions of the influence of the global network language on the general literary language are more easily identified. It is more difficult to identify differences in the mastery genres of the global network.*

Key words: Internet, journalism, journalism, words, expressiveness, text, media text, website, news, communication, language.

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Introduction

In the world, the Internet as an integral and necessary means of social services is becoming more and more widespread and strong in all spheres of life. The Internet is one of the fastest growing areas of scientific knowledge.

The Internet is one of the greatest inventions of the twentieth century. Thanks to this innovation, it has become possible to connect hundreds of millions of computers around the world, operating in various fields and directions, to a single information environment.

Patricia Holland, a scholar from the United Kingdom approaches the Internet as follows: “A global communication network consisting of a chain of computers called the Internet has laid the groundwork for communication between unfamiliar individuals at infinite distances. Navigating the Internet is a useful and meaningful way to spend your free time, an effective way to gather information for research, and an invaluable tool to help you search and analyze the information you need” [13, 224].

Media space has many vectors in the continuum of space as an open and rapidly evolving structure operating in the complex conditions of social environment. In our opinion, the main vector consists of the conversion of media space discourses and hypertext, in the process of which there is a mixture of different information and the emergence of various specific phenomena associated with media reality [7, 194].

The Internet has the following features:

- finding information;
- e-mail service;
- file transfer (ftp);
- communication (chat, forum, video conferencing): gmail, mailagent, skype;
- dissemination of information (web pages, web blogs, community networks, newsletters, news);
- electronic libraries;
- distance learning;
- telemedicine;
- e-commerce;
- electronic office.

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Today, the Internet serves as a means of obtaining and disseminating information. The importance of the global network for a journalist is enormous. First and foremost, it is a source of information that is both explicit and implicit [10, 259].

The Internet is a type of language that serves electronic means of communication, which is a distinct functional type of language. The language of the Internet is "... the language of text messages transmitted through other communication platforms: the message service of mobile phones the language of messages sent by telex and the language of messages based on a number of other special technical systems" [4].

The language of electronic means of communication can now be considered a functional type of language.

First, the scope of application of this sublingual language is clearly limited from other areas of communication, as it is carried out by technical electronic means and is always expressed through them.

Second, this sublingual language serves to meet specific communicative goals (the actual goal is communication for communication, etc.).

Third, this sublingual language led to the emergence of a new system of multimedia genres and forms, and as a result contributed to the development of a new direction in the theory of conventional genres - virtual genreology.

Fourth, the tools specific to this functional type of language are characterized by a specific set of unique (or almost unique) lexical and grammatical descriptions that can be easily distinguished, shaped, and form a single pragmatic complex.

A. Atabekova introduces the concept of linguistic design of a web page and means "material parts of the language landscape in the social world". "The interaction of language tools in the web space is a reflection of universal, idioethnic traditions and individual aspects of oral communication" [1, 181].

In today's era of globalization, online communication is becoming the most popular type of communication. It incorporates various district language practices, communication styles and forms. Gradually this communication is becoming *Signum Temporis* (symbol of our time).

The distinction of genres on the Internet is based on the classification of genres in other areas of communication.

Information on global network topics can be used for primary classification of global network genres. Because each thematic group is served by a set of genres formed during the existence of the global network. The difficulty is that each of them usually remains open, and the boundaries between thematic groups are also not as clear as can be predicted. Some genres can be used in multiple thematic groups at the

same time. In addition, the global network is an actively developing area of communication. Therefore, it is natural for new genres to appear regularly and some old ones to disappear, making it much more difficult to give a complete description of global network genres. Therefore, the list presented here should not be construed as exhaustive or final.

Researchers highlight the most important aspects of global networking language based on the age-oriented genres of networking. Language innovations are fully realized through them. In studying them, the possible directions of the influence of the global network language on the common language are more easily identified. It is more difficult to identify differences in the mastery genres of the global network. Some assimilation genres may be virtually indistinguishable from virtual and "paper" options. The specifics of such genres are determined not primarily by the fact of their presence in the global network, but by the area in which they entered the global network from which functional type of language or from which area of communication.

Some of the mastered genres have signs of colloquial speech, group language, or youth jargon, others resemble special languages, and still others belong to the language of fiction.

The indicated list of Internet genres can also be expanded and clarified on other classification bases, for example, by distinguishing informational, evaluative, and ritual genres.

Three main aspects of today's information era can be conditionally highlighted. These are the excess of information, technology and the social aspect.

Medial hypertext (media hypertext) consists of a system of texts, hypertext, and hyperlinks, the usual way of receiving and presenting information on the Internet. That is why knowledge itself (text), computer and software as a means of hypertext communication. Although this complicates the definition of hypertext, it is undoubtedly determined by the mediality itself and the boundaries of the mediate text. The latter serves vital practical purposes, so as the purpose of communication changes, so do theirs and their classifications. Often at the usual acceptance level, they are adapted to appropriate linguistic culture and linguistic community modalities, allowing for significant changes in actual text composition. It is known that hypertext consists of multimedia elements in addition to verbal text and is essentially the meaning of the term "hypermedia". Therefore, it is not always clear whether the hypertext refers to an entire web page, part of it, or a link to all hypertext. Compared to linear texts, hypertext also significantly expands the boundaries of traditional texts, with the exception of some descriptions and features, such as the fact that they are available in electronic form on the Internet.

Hypertextuality is the most important characteristic of modern information and

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communication space and media text. Hypertext remains text, and its meaning consists of a system of links to documents and sources to which documents and sources are shared. It is clear that hypertextuality can only be achieved with the help of computer technology.

Analysis of a system of hyperlinks in the media is necessary because its content cannot be equated with the text. The authors of the monograph "Modern Russian Media Capital", speaking about the specifics of the media as hypertext, observing the dynamics of the media, it is possible to talk about the penetration of network stylistics in the print media typical of modern media, the unconventional use of genre layout; fragmentation and misrepresentation of the main event; shows the specificity of features such as the random drop of associatively related background micro-events with fast information distributed to the text [9, 57]. This mimics sliding from one file to another and forms a multi-story; features such as the lack of a single focus on meaning and the transfer of the reader's attention to different components of information (intellectual, emotional-figurative, pictorial), these features predict different ways of receiving it.

The use of hypertext opportunities to some extent equates the author and the reader in the process of obtaining and assimilating information. It can also indicate the degree of involvement in discursive relationships in the media space through hyperlinks.

According to a number of researchers, the media text does not have to be semantically complete, it consists of an open structure for multiple interpretations. The text of the media consists of a set of phrases from countless hypertext, in which everything consists of references to each other and endless quotations. This feature indicates the openness of the text in the media space.

Hence, the openness of the media text is associated with the category of intertextuality. The intertextuality and openness of media as a semiotic phenomenon is based on its inclusion in a single global information space. The media shapes the "worldview", instilling in society and the individual taste, life priorities, norms of behavior, including verbal behavior. Any media space is a communicative background for this media text and provides a range of meanings and interpretations of the message by readers and forms part of the information continuum.

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