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LINGUISTIC FEATURES OF COMMUNICATION AND TEXTING IN SOCIAL NETWORKS

Annotation. The article investigates the language characteristics of the social networking site Facebook. It delves into the language peculiarities of this social network, which makes considerable use of foreign vocabulary and jargon. Among these linguistic traits, the use of slang and jargon words is common. In addition, the paper examines the difficulties of combining two diverse language groups while building language models. Its key distinguishing feature is the lack of new words for foreign lexemes in Kazakh and Russian. Many of the terminology that internet users are familiar with are Americanisms. This study attempts to identify the linguistic characteristics of social networks, emphasizing the vocabulary of social media platforms like Instagram, Vkontakte, and Facebook. Furthermore, it delves into the linguistic nuances and specific terms used in the context of social interactions, message exchange, and the resolution of interpersonal goals. The pragmatics of language use in social interactions is closely tied to the communicative goals, intentions, and purposes of language users. The study suggests that the pragmatics of linguistic interactions have a significant impact on the outcome of various social activities, directing individuals towards specific actions during conversations. The choice of language is crucial for expressing oneself effectively. It is essential not only to fulfill the communicative function of language but also to align one's internal goals and objectives with linguistic acts. The language of social networks plays a significant role in achieving various communicative goals, including catching the attention of the interlocutor, addressing the recipient, expressing emotions, sharing opinions, seeking feedback, and other purposes.

The article emphasizes the importance of linguistic competence in the choice of language. Communication functions in social networks, such as addressing the listener's attention, establishing contact, and conversing, expressing emotions, seeking opinions, timely interruption, and achieving specified goals, rely on linguistic competence.

Keywords: social network; effective writing; language culture; jargon; slang; communication; language culture.

Introduction. It is obvious that social networks are a tool that provides information, allows sharing opinions, and expressing oneself. However, it has become an integral part of our lives, from the moment we wake up in the morning to the time we fall asleep at night. From the youngest child to the eldest elder, everyone is actively engaged in the digital world of social networks. Everyone, from the tiniest child to the oldest elder, is actively involved in the digital world of social networks. As a result, we cannot blame individuals for the current predicament. Time demands and the flow of time both exist. As a result, the manner of communication in the current period cannot be readily abandoned. It does, however, present its own set of issues. Misuse of social media, for example, can result in misunderstandings, distractions from real life, lower academic and career performance, and other undesirable repercussions [1, 25].

Moreover, social networks do not teach us illiteracy, even it does not have such power. Blame lies with the users. Indeed, the emergence of social networks has changed the language culture, communication, and writing culture. It has led to the omission of words in written

communication, the mixing of other languages with Kazakh, and the disregard of language development principles. All of these issues pose a significant threat to our language. It is evident that our modern social network is growing day by day, combining and intertwining our information and communication tools. Despite the negative consequences and the misuse of information, users of social networks continue to show indifference and neglect in adhering to correct linguistic norms and rules. The key to language culture, linguistic norms, and linguistic competence is the responsibility of the users themselves.

Additionally, not every piece of information on social networks can be fully trusted. Even though there is no shortage of people and professionals who can verify the information, the responsibility of confirming the accuracy of the information lies with the users. The formation of language culture and the coexistence of social networks with linguistic norms require special attention.

Furthermore, scrutinizing every piece of information on social networks is not always possible. Nevertheless, professionals and experts should assign importance to it. The integration of linguistic norms and the user's respect for them are vital. Scientist Maulen Balakaev states, «Language culture means the mastery of linguistic tools, including phonetics, orthography, orthoepy, morphology, syntax, stylistic norms, not only linguistic competence, fluency, and correctness» [2, 49]. Similarly, N. Ualiyev in his work «Culture of Language» states, «Culture of Language is not just fluency and correctness in speaking and writing, but also clarity of thought, the ability to express ideas clearly, and linguistic accuracy» [3, 186].

«Language culture is the ability to use words correctly, eloquently, and with grace. Correct speech is a word that adheres to literary language norms. The norms of language encompass general linguistic features, grammar, and rules of word usage. Learning to play an instrument does not mean just finding the right notes but also playing them correctly,» as described by L.I. Ozhegov [3, 287]. To shape the culture of social network usage, it is essential to adhere to these rules. Regarding the characteristics of language culture in terms of language knowledge, the linguist R. Syzdykov states, «Language culture means knowing how to use words correctly (lexical), proper composition (syntactic), correct pronunciation (morphological), proper spelling (orthoepic), accurate writing (orthographic), adhering to the impact of language (linguostylistic) norms, and improving them» [4, 42].

Kazakh language culture has been profoundly influenced by the works of poets and writers such as Abai, M. Auezov, G. Musirepov, A. Baitursynuly, S. Seifullin, and others. Extensive research on language culture in the Kazakh language has been conducted by scholars such as A. Baitursynuly, M. Balakaev, N. Uali, R. Syzdykov, G. Qaliuly, S. Isaev, T. Arinov, and many more [5, 17].

The path leading to language culture is through the art of conversation. Language is the means by which people understand and communicate with each other, playing a crucial role in interpersonal relations, thoughts, expressions, comprehension, and communication. Language is closely connected to human activities, such as thinking, shaping, speaking, understanding, and conversing. Language plays a direct role in various activities, including thinking, planning, speaking, understanding, conversing, and more.

«The cleanliness of speech refers to the ability of the speaker to maintain the natural purity of the national language in their speech. Speaking is the primary sign of human consciousness. Language and speech have played an essential role in the development and sophistication of human thought and society since ancient times. The word must be eloquent and meaningful. Above all, it should serve its purpose. Kazakh people often say that those who speak well are like a jeweler with their words, emphasizing the importance of eloquence in speech [5].

Language culture involves using words correctly, eloquently, and meaningfully. Proper speech adheres to literary language norms and encompasses linguistic features, grammar, and word usage rules. Language culture is crucial for effective communication and plays a significant role in shaping human thought and society. Therefore, maintaining language purity and eloquence in speech is of utmost importance in preserving and enhancing language culture.

The foundation of language culture is orthoepic norms. Orthoepic norms refer to the correct pronunciation of words, lexical norms emphasize the choice and usage of words, and grammatical norms are the rules that shape the spoken culture. In the realm of speech culture, these norms are meticulously maintained and established, but in certain styles of speech, deviations from grammatical structures can be encountered, such as in the case of colloquial expressions. On one hand, this reflects how people use their language. The nuances of tone, clarity, linguistic integrity, and richness play significant roles in influencing the impact of spoken language [6].

Understanding the listener's perspective, selecting engaging topics, adhering to the etiquette of communication, articulating one's thoughts effectively, and employing appropriate speech etiquette for different situations are essential aspects of spoken culture. The need to master standardized language skills, including pragmatics, quantifiers, modifiers, intensifiers, qualifiers, elucidators, classifiers, differentiation, emphasis, clarification, modification, correction, and more, is crucial when serving the communicative function of social interactions. In public settings, the functions of spoken communication encompass providing information, indicating, describing, explaining, advertising, persuading, complimenting, criticizing, and so on. Various types of messages, dialogues between individuals, and text structures for written and oral communications on social networking sites are subject to scrutiny. The systems of presenting, writing, and formatting are continuously evolving, and adherence to literary language norms is essential to ensure the effectiveness of communication. Elevating the Kazakh language, the mother tongue, is one of the prerequisites for national development.

When a problem arises, it is essential to identify the research methodology and approaches for addressing it. Therefore, in discussing the issue of social media illiteracy in the context of language culture, it is crucial to recognize the need for research and possible solutions. The growing importance of social media in the communication landscape has led us to examine the phenomenon of illiteracy in this digital realm. The reasons for starting to experience illiteracy in the future of the younger generation and the consequences of using social media in society need to be investigated. This study selected Facebook as the focus of analysis in the realm of social media [7, 45].

Before delving into the topic of social media illiteracy, it is necessary to elucidate the significance and nature of Facebook. Facebook is one form of social media, alongside platforms like Twitter, WhatsApp, Instagram, and VKontakte. The term «social media» was initially coined in 2004 by Harvard University students. Mark Zuckerberg, an American entrepreneur, who was only 23 years old at the time, conceptualized and founded the platform. While initially used by scholars in educational institutions, it has since grown to have millions of users worldwide, including individuals from Kazakhstan.

Today, Facebook is a platform where our compatriots come together, share games, exchange pictures, opinions, and engage in discussions with comments and posts. Essentially, it serves as a live broadcast of daily life. Links to other websites and portals can also be shared. In essence, Facebook offers various groups dedicated to specific topics. Moreover, official organizations have joined this platform, opening their pages and sharing their ongoing projects. This social media platform is widely used by the youth, especially those aged 16 to 36. However, during this usage, several orthographic mistakes have been observed, including grammatical and punctuation errors in posts and comments [8, 45].

We encounter young people in our daily lives, in society, on the streets, and in various activities. The way these young people interact with each other and the words they use in person or on the internet often catch the attention of adults. Indeed, young people often use «slang» and «jargon» without adhering to grammatical rules, speaking and writing in a language that may not be considered standard. To address this issue, we have compared Kazakh words with Russian equivalents and found that young people tend to incorporate Russian words as part of their speech. This type of interaction among young people is quite common.

Methodology and research methods. In conclusion, social media serves as a platform through which individuals can fulfill their social and personal needs. It also enables them to connect with

various linguistic regulations and scientific styles. Today, not only residents of major cities but also rural residents are actively engaging in the digital world. This has led to an increase in the use of social media and the dissemination of various types of information. Furthermore, the availability of social media has expanded to include not only linguistic elements but also features that simplify communication. Linguistic literacy is an important aspect of cultural development, language respect, and effective communication in today's world [9, 125].

In contemporary linguistic research, comparative-descriptive methods are employed to analyze various aspects of language, including its structural, semantic, functional, communicative, pragmatic, cognitive, stylistic, and sociocultural dimensions. Examples are drawn from the lexicon of Kazakh, Russian, and English languages, and an analysis is conducted.

Discussion and observation. The article addresses the issue of linguistic illiteracy in the context of the Internet's rapid expansion. Undoubtedly, advancements in technology have rapidly changed our way of life. Computers that once seemed futuristic are now a common sight, and modern youth are growing up with gadgets such as smartphones and tablets. These devices serve various purposes, from communication and video streaming to music listening and text writing.

With the advent of communication technologies, people have become less attentive to the need for accurate writing and spelling. In our daily lives, we often witness this shift. But why has this phenomenon occurred? Can anything be done to address it? These are just a few of the many questions that arise regarding this issue.

Hence, it is crucial to discuss and address linguistic clearness and illiteracy in the digital age. The various forms of youth slang are closely related to different social groups. It can be categorized into specific linguistic communities. The following types can be identified: school slang, student slang, professional slang, gamer slang, hacker slang, and subcultural slang.

Social media is one of the most recognizable phenomena in the world today. This form of communication demands brevity and conciseness in messages, resulting in shorter and more casual exchanges. The volume of a single message often does not exceed 5-6 words. In this context, a symbiosis of written and spoken language has emerged, often referred to as internet slang. But what exactly is jargon? Efremov's definition characterizes slang as «the aggregate of words and word combinations used by certain groups, professionals, etc., that do not comply with the norms of literary language.» In other words, slang comprises specific vocabulary and word formations that deviate from the established norms of literary language. Slang has various sorts and is related to different social groups, including professional, social, youth, and others. These terms, some of which are neologisms and others pre-existing words with new meanings, are used extensively in contemporary language but are considered inappropriate in formal contexts. Understanding the origin of internet slang is challenging. One of the reasons behind the emergence of new terminology in computer slang is the rapid development of new technologies. In the Kazakh language, the absence of many terms has led to the adoption of computer slang. The use of numerous professional terms is highly convenient in daily communication, as these terms often shorten the message. The influence of internet slang on linguistic culture has been particularly notable among young people, especially in the context of computer games. Many new words and abbreviations have been generated as a result. These words, often borrowed from the English language, have been adapted to suit the linguistic needs of young computer users. Additionally, the need for emotional communication on the internet has led to the creation of emoticons. Emoticons are used to convey emotions through messages and chats. Various abbreviations have also emerged, such as LOL (Laughing Out Loud) and IMHO (In My Humble Opinion), which have become integral parts of online communication [10, 21].

However, these abbreviations are becoming less common, and the «individual» language of the internet is gaining popularity. This language often involves the use of words with incorrect spellings. Among young people, the continued use of slang has another purpose – self-expression and the need to differentiate themselves from others. It helps them stand out and assert their individuality, even in a world that seems to be rushing towards uniformity [11, 17].

The internet serves not only as a vast source of information but also as a tool for building personal connections. It is not only economical but also convenient. In addition, it facilitates emotional communication, where emotional nuances and distance are essential. Internet slang is no longer limited to a specific location; it has become universal. Advertisers use internet words in their campaigns, radio and television presenters incorporate internet language into their speech, and our younger generation uses internet terminology in their everyday conversations. For example, musicians on Instagram and other social media platforms use various internet references. However, young people adapt these references differently from adults. For instance, the phrase «Cho boys angime?» coined by rapper Face found its place in youth culture, while many adults struggle to understand its meaning. Words can be a powerful tool for young people to assert their independence. Learning slang helps them express themselves more effectively, communicate with their peers more easily, and oppose conventional adult norms. Slang makes communication shorter, more emotional, and expressive, while proper speech can convey emotions more thoroughly and clearly. Internet communication requires quick, efficient communication and often leads to group conversations. Slang facilitates this process and helps young people feel more confident in expressing themselves. Moreover, internet slang allows for the development of a new virtual style of communication, where individuals must speak quickly and be a part of a collective conversation. Young people are adapting to the dynamic and accessible virtual world, which is vastly different from the slow-paced and secluded world of adults, educators, and parents. This adaptation is a form of resistance, as they view themselves as different from the «establishment.» Today's students may not be able to do without slang. Its main advantages include expressiveness and precision. In this way, slangs can be seen as an indispensable part of communication. Many educators, linguists, and cultural workers consider slang to be a way to break free from linguistic norms, challenge the decline of culture, and promote oral and high culture. Many people believe that slang is the antidote to the degradation of culture and language norms. In many ways, it helps young people develop their communication skills and shape their thoughts accurately. Slang allows young people to communicate more effectively and assert their independence. While it may raise concerns among educators and parents, slang can also be seen as a valuable resource for fostering communication skills and critical thinking among the younger generation.

Results. The Benefits of Internet Communication. Internet slang has won over the hearts of young people. They find special meaning in messages written in this way. Such communication allows for open discussion on various topics. Consequently, it prevents children from feeling lonely and isolated with their problems. Slang encourages quick conversation, which is very convenient. Typically, chatting and exchanging messages on VK (a popular Russian social media platform) involve communicating with multiple people simultaneously, so the speed of typing is crucial. This style of communication is both accessible and enjoyable.

However, the unique nature of the internet has its downsides:

1. Because of the prevalence of internet slang, young people are increasingly using it not only in forums but also in their daily lives, both orally and in writing. Our spoken language culture is deteriorating. With the declining vocabulary of young people, we struggle to express our thoughts accurately, and their spoken language often contains errors.

2. Young people create misunderstandings with improper understanding and communication. They tend to argue and clash with those who value correctness and accuracy. Previously, proper language was the standard, but now, internet language is taking precedence.

Common jargons and slangs used by youth:

Sednya (today), plz (please), Priv, privki, hai (hello), Pasibki, sps, spasib (thanks), koresh (mate), kent (stylish guy), mareha (a girl), dranka (a lady of easy virtue), sinyak (drunk), narik (drug addict), kladovka (gossiper), tyrkatsya (laze), botat (using flowery jargon language), chainiki (parents), super (excellent), dz, dneiha, dr (birthday), sory (sorry). Using these kinds of jargons lead to illiteracy in language.

The Impact of Internet Slang on the Literacy of Young People. Before answering the question of how internet slang affects the literacy of young people, let's discuss some common mistakes often found in online communication. These mistakes are important to consider:

- In social media conversations, people often omit letters or shorten words.
- Sometimes, individuals avoid using Kazakh-specific letters like «Ң, ө, ұ, ұ, і, ә.»
- Another common mistake is translating English words into Cyrillic letters (e.g., «Hi» becomes «Хай»).
- Abbreviations are widely used to shorten phrases (e.g., «Сәлем» becomes «сәл»).
- Proper punctuation marks are often missing in internet communication.
- Instead of using appropriate words, people sometimes use meaningless interjections like «hmmm, mmmm,» and replace words with emojis.
- Occasionally, people write words using only the initial letters.

Investigating internet errors can lead to the conclusion that using internet slang may contribute to illiteracy among young people. To counteract this, some potential solutions include:

Encouraging correct spelling and word usage in online interactions can help improve literacy among young people.

Discussing the issue of illiteracy caused by internet slang can help raise awareness among young users.

Why Do We Need Slang? It allows for shorter, more emotional expression. It enables speakers to fully and freely convey their emotions and sentiments. To address these issues, research was conducted with the students and teachers of M.Kh. Dulaty Taraz State University in order to determine how much time students spend on the internet and to answer other related questions.

- How much time do you spend on the internet and social media on a daily basis?
- Do you adhere to the rules of the Kazakh language when communicating on social media?
- Do you use internet slang (abbreviations, shortcuts) in your daily life?
- In your opinion, does your engagement with social media affect your literacy?
- Do children and young people need exposure to social media?

Results are as follows:

Most respondents spend a significant amount of time on social media in various contexts, including public transportation, during meals, at school, during leisure activities, and even during class. Young people can hardly part with their phones for a minute.

Approximately 78% of students do not adhere to the rules of the Kazakh language, as they believe that it consumes too much time.

The majority of respondents use internet slang in their daily lives, including on social media. However, their engagement with social media does not seem to significantly affect their literacy.

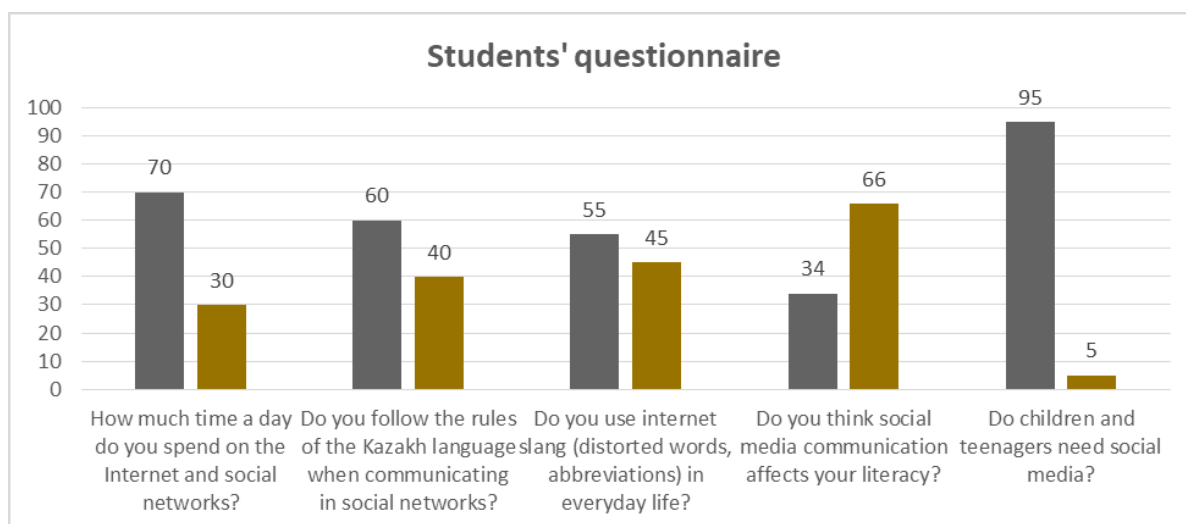


Diagram 1

These results highlight the prevalence of internet and social media usage among young people, as well as their willingness to use internet slang in their daily communication.

I also conducted a survey among teachers with the following questions:

Do you use internet slang when communicating on social media?

Do you adhere to the rules of the Kazakh language when communicating on social media?

Do you educate your students about internet slang?

In your opinion, does social media affect the literacy of students?

Do children and young people need exposure to social media?

The results are as follows:

99% of educators are dissatisfied with their students' writing skills.

98% of teachers lower the grades of students' written assignments.

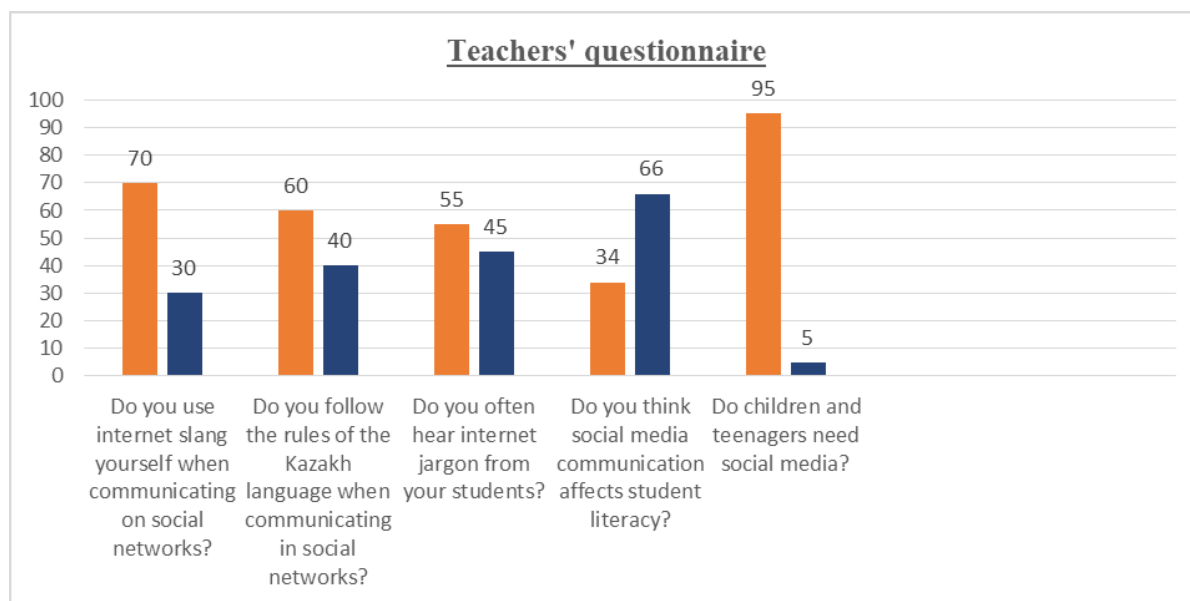


Diagram 2

These results highlight that the majority of teachers believe that social media is necessary for students, but they also acknowledge that the accepted mode of communication negatively affects the students' speaking and literacy skills.

In this excerpt from the text, I found 8 errors. After reviewing and proofreading, I have identified that the youth from various countries, as well as the users of social media, have introduced new words to us with unfamiliar meanings, which can be confusing.

By examining the impact of social media on communication and writing, I created a concise version of the coined words frequently used by social media users.

Ahahahah- funny.

Ava – (Avatar) a small picture that the user introduces himself as an «individual» in the social network.

Batl – battle.

Bomba – to express strong displeasure at what is happening.

Bot – a special program that performs any action automatically and according to a given schedule.

Bro – a friend or a person who is not just an acquaintance, but who evokes sympathy.

Varik – option.

Lichka – LS-Direct on social network.

LOL- from English “laughing out loud”

Mb- may be.

Mya – abbreviation of Kazakh word «myassagan»

Nice – from English, meaning ‘good’

Nzch – not at all.

Ninau – I don’t know.

Nihatui – I don’t want.

Normalar – abbreviation of «normal»

Nraicia – I like it

Bummer – unlucky

Obidka – sorry.

Okeisi – ok, alright, good.

Padazritelna – suspicious.

Post – an article or post on Instagram.

Fah – funny.

Selfie – taking a photo of yourself

Spoki – Good night

Soryan – sorki – sorry.

Ugar – very laughable thing.

Haip – to lie, hype

Che – cho– what

Chivo – what.

Shk – abbreviation of “School”

Shmot – cloth.

She – what.

Sha – now.

In this context, the language issue is closely related to science and technology, and it is necessary for our language to keep up with the times.

«When we say ‘mother tongue,’ we mean the language that represents the past, the present, and the future of the people who speak it, and the problem of this language is the problem of this people. Only the youth can save their native language, only the youth can bring it to perfection,» as G. Musirepov once said, the language of communication for many people has changed due to social media. However, we should not blame only the users of social media for such linguistic negligence. First of all, this senseless trend has spread among the young people who rush to write quickly, without thinking. The most striking example of this is the constant use of abbreviations. The problem lies in the lack of understanding of which method and means of shortening words and phrases are appropriate for our language. But it seems that many users of websites, forums, and portals do not think about it. Moreover, most of them do not even suspect this. Especially, the majority of users of websites, forums, and portals do not think about it. In particular, they do not think about the fact that there is a spelling difference between social media and the official language.

Let’s take a look at a dialogue as an example:

Type I

- Sälem dosym, hal qalai? (Hello mate, how are you doing?)
- Şükır jaqsy, öziñ qalaisyñ? (Everything is fine, how about you?)
- Bügingı keşke daiyndyğyñ qalai? (How about your preparation for today?)
- Ata-anam jūmystan kelgesin baratyn boldym. (I’ll go when my parents arrive at home)
- Jaraidy, endese keşikpe, kütemız! (Good, don’t be late, we’ll wait for you)
- Kezdeskenşe! (See you)

Type II

- Salam kent kaksyn (Hello mate, how are you doing?)
- tema ozin (Fine, you?)
- tema goi che tam keşke neisteisin kelesinba (Fine, are you coming tonight?)

- problema keş baram (there is a problem, I'll arrive late)
- dyvai keşikpe jdem (ok then, don't be late)

Examining the dialogue between two people who engage in social media slang, we can assess the impact of their communication on literacy and culture. According to your opinion, who are the communicators that contribute positively to the interaction? In other words, why do you think they contribute positively, because they maintain eye contact and respond respectfully? Non-verbal cues are present, and there is mutual understanding.

Abai Qunanbaiuly once said, «A word is born, a listener is found, and it also comes back to you,» this suggests that users of social media should be cautious about breaking language norms when playing games, when gathering information, when borrowing words from other languages, and when shortening the word structure for convenience. This work to clarify meanings should also be directed towards oral and written communication with those who engage in face-to-face conversations.

Conclusion. In this way, the importance of preserving our language's natural course and maintaining its integrity is highlighted. The preservation of linguistic culture in the realm of social media is crucial, and it requires vigilance to prevent the degradation of language. Today, many social media users have found satisfaction in the trustworthiness of content producers. Many people value the assistance of these individuals, not only in discussing various topics or promoting different products but also in understanding the opinions of the majority on various issues. Today, the increasing number of users on platforms such as «VKontakte», «Instagram», «Facebook», «Twitter», «WhatsApp» and so on serves as evidence of this trend.

The use of slang in online communication is not limited to social media but has also found its way into everyday life, including the use of slang in schools, discussions among friends, and even conversations with teachers. Most students use slang when discussing academic matters in the classroom. In this context, working on the issue of slang use, young people tend to show disrespect towards their native language. The Kazakh language loses its integrity, richness, and distinctiveness due to the influence of slang, leading to linguistic degradation.

In contemporary society, it is essential to combat this trend of linguistic degradation and prevent the prevalence of thoughtless communication patterns. Speaking correctly and writing correctly is not just about intelligence; it's about presenting oneself as a modern and cultured individual. If we don't address this issue, the distortion of our language could become a significant problem for our nation.

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ӘЛЕУМЕТТІК ЖЕЛІДЕГІ СӨЙЛЕСУ, ХАТ-ХАБАР АЛМАСУ ЖАҒДАЯТТАРЫНЫҢ ТІЛДІК СИПАТЫ

Аңдатпа. Мақалада Facebook әлеуметтік желісінің тілдік ерекшеліктері қарастырылады. Бұл тілдік ерекшеліктерге шетелдік лексика мен жаргон сөздерді кеңінен қолдану жатады. Сөздердің екі тобы да қарым-қатынастың бірыңғай құбылысын қалыптастыруда белсенді қолданылады. Сленг және жаргон кез-келген тіл сияқты, әлеуметтік медиа тілі әдеби лексиканы да, қолданудың шектеулі салаларын да қамтиды. Оның басты айырмашылығы — шетел лексемаларының негізгі бөлігі қазақ және орыс тілдерінде жоқ жаңа ұғымдарды атамай, қайталайды. Интернетті пайдаланушылар арасында танымал болған сөздердің көпшілігі американизмдер. Әлеуметтік желілердің сөздік қорын талдау бұл процестің тек күшейе түсетінін көрсетеді. Танымал әлеуметтік желілер («Instagram», «Вконтакте», «Фейсбук») жастардың сөйлеу ерекшеліктерін барынша толық көрсетеді. Сонымен қатар, әлеуметтік желідегі қарым-қатынас, хат алмасу, қарым-қатынастық мақсаттарды шешуге бағытталған белгілі бір қалыптасқан дағдылар бар. Әлеуметтік желілердегі сөйлеу әрекетінің прагматикасы тіл қолданушысы тілдік бірліктерді өз мақсаттарына, ниеттеріне сәйкес іріктеп пайдаланатындығына байланысты жүзеге асырылады. Сөйлеу әрекетінің прагматикасын нақтылайды, бұл сөздің мағынасы тыңдаушыға қандай-да бір әсер етеді, нәтижесінде ол кез-келген әрекетке итермелейді, өзін сөйлеудің белгілі бір бұрышында айналасындағыларға көрсетуге тырысады. Адамның тілді өз қалауы бойынша қолдануы шеберлікті қажет етеді. Тіл қарым-қатынас функциясын орындап қана қоймай, сонымен қатар өзінің ішкі мақсаттары мен мүдделеріне негізделген іс-әрекеттің болуын көрсетуі керек. Әлеуметтік желілерде сөйлеу тыңдаушының (оқырманның), адресаттың назарын аудару және сұхбаттасу, қызығушылық, пікір білдіру, адресатты пікір алмасуға шақыру, уақтылы тоқтату, белгіленген мақсаттарды орындау және т. б. үшін қызмет ететінін авторлар дәлелдермен көрсетеді.

Мақалада келтірілген материалда зерттеуші ғалымдардың анықтамалары, түсіндірме сөздіктердегі мысалдардың функциялары қарастырылады. Сонымен қатар әлеуметтік желіде сөйлеу мәдениетіндегі тілдік қолданыстарға назар аударылады.

Түйін сөздер: әлеуметтік желі; сауатты жазу; сөйлеу мәдениеті, жаргон, сленг, сөйлеу, тіл мәдениеті.

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**ОБЩЕНИЕ, ПЕРЕПИСКА В СОЦИАЛЬНОЙ СЕТИ
ЯЗЫКОВОЙ ХАРАКТЕР СИТУАЦИИ**

Аннотация. В статье рассматриваются языковые особенности социальной сети Facebook. Эти языковые особенности включают широкое использование иностранной лексики и жаргонных слов. Обе группы слов активно используются при формировании единого феномена общения. Как и любой другой язык, язык социальных сетей охватывает как литературную лексику, так и ограниченные области использования: сленг и жаргон. Его основное отличие заключается в том, что основная часть иностранных лексем повторяет новые понятия, которых нет в казахском и русском языках. Большинство слов, которые стали популярными среди пользователей интернета, являются американизмами. Анализ словарного запаса социальных сетей показывает, что этот процесс только усиливается. Популярные социальные сети («Instagram», «ВКонтакте», «Фейсбук») наиболее полно отражают особенности речи молодежи. Также существуют определенные устоявшиеся навыки общения в социальной сети, переписки, направленные на решение коммуникативных целей. Прагматика речевой деятельности в социальных сетях осуществляется в связи с тем, что пользователь языка выборочно использует языковые единицы в соответствии со своими целями, целями, намерениями. Конкретизирует прагматику речевой деятельности, значение этого слова каким-то образом воздействует на слушателя, в результате чего побуждает к какой-либо деятельности, стремится показать себя окружающим под определенным углом речи. Использование человеком языка по своему усмотрению требует умения. Язык должен не только выполнять функцию общения, но и демонстрировать наличие деятельности, основанной на собственных внутренних целях и интересах. Речь в социальных сетях служит для привлечения внимания слушателя (читателя), адресата и интервьюирования, интереса, выражения мнения, вызова адресата к обмену мнениями, своевременной остановки, выполнения намеченных целей и др.

В материале, приведенном в статье, рассматриваются определения ученых-исследователей, функции примеров, приведенных в толковых словарях. Также в социальной сети были затронуты языковые употребления в речевой культуре.

Ключевые слова: социальная сеть; грамотное письмо; культура речи, жаргон, сленг, речь, культура речи.

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