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LINGUISTIC FEATURES OF VIRTUAL COMMUNICATION

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Abstract. This article is devoted to the study of virtual communication, which combines the features of business communication. In the age of computer technology, when any human activity is inextricably linked with computers, language cannot develop in isolation without adapting to the conditions of modern life. So, with the advent of a new, virtual, platform for communication, new genres appear, of which the genre of instant messages occupies a special place in view of its popularity. Also, this article describes the linguistic features of Internet communication, characterizes the genre of instant messages as one of the discourse-forming genres. Based on the analysis, the position is proved that, despite the written form and the lack of sound design, communication via instant messages should still be correlated with oral speech. Discourse is understood as a special use of language to express a special mentality, as well as a special ideology. This causes activation of some language parameters and, ultimately, requires special grammar and special vocabulary rules. All this language material can also be called a discourse. An example of a discourse can be the sum of statements of a character in a work of art, which in this case acts as a model of a real linguistic personality.

Key words: discourse, artificial communication, internet communication, web chats, genres, language, virtual discourse, virtual text.

Introduction

In modern science, discourse is understood as a complex phenomenon consisting of communication participants, the communication situation and the text itself. In other words, discourse is an abstract invariant description of structural and semantic features implemented in specific texts. The ideal to strive for in the process of communication is the maximum possible correspondence between discourse as an abstract system of rules and discourse (or text) as a concrete verbal embodiment of these rules. In the light of the theory of speech activity, two aspects are distinguished - the creation or generation of discourse (thinking, planning, speaking, writing) and understanding of discourse (listening, perception of a written text, analysis, interpretation).

To date, virtual discourse has not been studied deeply enough, which is primarily due to the recent development of the field of communication via the Internet.

Being artificially created, virtual space provides, in fact, an artificial communication environment in which artificial communicants "exist". From this position, we cannot talk about virtual communication as a live communication with the real presence of interlocutors. However, taking into account the fact that real personalities act as virtual communicants, constructing the addressee with the help of imagination and life experience with the addition of psychological problems and stereotypes [1], and a computer can be considered as a technical means of communication between communication participants similar to a telephone, we can talk about virtual discourse as a separate phenomenon requiring deeper theoretical research.

The study of the problems of virtual communication is of great interest not only for social philosophy and psychology, but also for linguistics (in particular, for sociolinguistics, pragmalinguistics and text linguistics), so these three areas often use each other's achievements for a more objective assessment of the processes taking place in the virtual space. In social terms, the Internet is a complex structured communication system, an area of public consciousness and human

activity provided by the technological breakthrough of the second half of the XX century. The Internet is a mirror of modern civilization, its informational reflection, but not only. According to A.E. Voiskunsky, who deals with the problems of psychology of Internet use and human interaction, the Internet "has turned into a kind of laboratory for testing natural language". From the standpoint of the sociolinguistic approach, we can talk about virtual discourse as a linguistic category that combines the features of personality-oriented and status-oriented discourse, regardless of whether it is about communication in ICQ, web chats, Internet diaries, or thematic forums and network conferences. The term "virtual" in this case implies the presence of a special space artificially created with the help of technical means, in which there is the possibility of interactive communication of interlocutors. This term also has a synonym for "computer", however, "virtual" is a definition more suitable for identifying the specifics of this discourse, since the features of the communicative environment are being investigated, including, among other things, the method of communication and the characteristics of communicants. Thus, starting from the general definition of discourse, virtual discourse is defined as a set of texts united by the Internet archeteme and implemented in an artificially created communicative space involving distant interactive communication of virtual communicants [2].

According to E.N. Galichkina, virtual discourse, "representing a multi-genre functional variety of public monologue and dialogic speech, is characterized by a number of specific communicative means. The peculiarity of speech communication of computer communication participants lies not only in the use of professionalism, but also in a combination of lexical units belonging to different styles and registers formed in accordance with pragmatic attitudes and goals of communication in a computer network"[3].

Virtual discourse participants are users of entertainment, information and other resources provided by the Internet. The traditional "agent-client" scheme used to characterize institutional discourse does not work here, since the interlocutors are in situational equality with each other. The absence of direct contact with the interlocutor allows you to observe a certain anonymity and avoid possible psychological discomfort that occurs when communicating in real reality.

Virtual communication combines the features of business and phatic communication. Democratic communication, anonymity, lack of censorship and responsibility for what is written create a special relaxed style that blurs the usual boundaries of professional communication. Orientation to the conversational register, the combination of special and non-special knowledge allows us to talk about the features of Internet communication, different from traditional types of communication. In general, there is a wide variety of genres on the web. But we study communication as the interaction of personalities in a virtual community, involving the exchange of opinions, the response and the participation of users in the discussion, so we distinguish the genre of news and the literary genre as functioning on the network, but presented to the user in a ready-made form. We also exclude electronic libraries, various catalogs, advertising. These are informational genres that are edited by writers (authors writing for the web) and journalists and are aimed at transmitting information to the reader without feedback. The actual communication in the Internet community is divided into the following genres: e-mail, chat, forums or virtual conferences, electronic boards, homepage and various games and entertainment projects. Following L.A. Kapanadze, we distinguish genres that tend to written texts (Internet conference) and genres close to colloquial speech (for example, chat, email). Almost all genres that formalize communication on the web are a kind of hybrid of written and oral text, but in each case, they tend more to one or another style. We believe that chat and e-conference (or forum) can be attributed to the native network genres, while e-mail and homepage are close to the traditional epistolary genre [4].

So, genres of computer communication are characterized by the following set of interrelated parameters: thematic feature, communicative purpose, sphere of communication, image of the author - reader, synchronous / asynchronous time mode, form of objectification (proximity to the written - oral type of text), dialogue / polylogue, composition, language features. Actually, we divide communication in the Internet community into the following genres: e-mail, chat, forums or virtual conferences, electronic boards, homepage and various games and entertainment projects.

Methods and Materials

Internet communication is characterized by the following features:

- anthropocentricity. The appeal to man as a natural reference point proves that our contemporary is able to influence the course of events and history as a whole. He actively participates in the formation of public opinion, the preparation of various projects and laws, the conduct of elections and referendums. Any problem discussed is viewed through the prism of human relations and values.

Each participant of Internet communication in search of a person's place in the modern world is trying to answer the eternal question that has not lost its relevance: "What is the meaning of life? The interlocutors return to this issue, which is significant for all mankind, repeatedly, often during the discussion, for example, of professional problems having a variety of topics.;

- involvement in social activities. A person not only perceives reality through facts, but also participates in the reflection of existing reality. The development of a firm civil position, the formation of an integral system of views and beliefs are the result of communication in a virtual environment. Learning about the world in the diversity of its components, revealing the patterns of its development, a person enters the space of values of world and national culture. The subculture of the virtual community significantly affects the worldview and the evolution of the views of the communicant, first of all, by the fact that Online communities unite people with similar interests, views, professional preferences, and, therefore, like-minded people who are tuned to harmonious cooperation and mutual understanding;

- dialogicity. Dialogicity is considered as an intra-textual mechanism that ensures the progressive development of the text, the heterogeneity of the speech structure and inclusion in the general thought process [5]. Dialogue becomes the central philosophical concept and the key metaphor of our civilization. "Dialogue is the self-realization of personality" [6]. The anthropological aspect of the dialogue is revealed in the following formula. Only in communication, in the relationship of a person with a person, the "man in man" is revealed, both for others and for himself [7].

Communication is a set of complementary replicas correlated with each other in structural, semantic and functional terms. Internet communication turns into the area of the most responsible word (at least in front of one's conscience), since genuine dialogism implies not only an answer, but also responsibility;

- the special nature of authorship. Instead of the author, a collective personality appears in the virtual discourse, which discusses, proves, and argues with a multitude of bright and unique voices. The range of its tonality is wide: it can be conflicting, moralizing, ironic, defiant, shocking, minor, etc. It is important that the voices individually lose their sound, only in the context of the general discourse the image of the author crystallizes. The collective author of a virtual message is always a living person with a certain worldview, life experience, thoughts, feelings, etc. At the same time, the author does not count on sympathy or compassion from his interlocutors, does not seek self-disclosure or "digging inside himself". He is extremely open to communication and frank in his statements, does not depend on established stereotypes, opinions and various restrictions;

- combining the personality of a collective author - reader. In the Internet discourse, the text is read and written at the same time.

The author - reader seems to be "alienated" from participating in the creation of the message and observes what is happening from the side. He writes for himself, for others, and eventually his personality loses its author's uniqueness and merges with others into a single whole in the finished text;

- the presence of an authorization category with a clearly defined subject "I denotes the one who speaks, and at the same time implies what is being said about Me: saying I, it is impossible not to talk about myself" [8]. The virtual author speaks on behalf of a character or a certain person, so the Internet text is subjectively colored. At the same time, the palette of feelings and colors is very diverse - from a dry enumeration of facts to pathos. Each message is reflexive, aimed at revealing the inner world of a person and realizing his role in the modern world. At the same time, the

participant does not want to stand out from other virtual communicants, preferring to be one of the many members of the community;

- a special idea about the object of the image. Communicants are interested in a person in various manifestations: as a representative of society, the authorities, the crowd, as a social being and as a person who constantly realizes his unique abilities and knowledge. But in a virtual environment, as an object, everyone wants to see not an abstract, averaged face, but themselves. Therefore, personal experiences, experiences, opinions are transferred to events and what is happening in society. A typical person among his kind is pushed into the background, the author's gaze is directed towards the personality. Sometimes this translates into self-admiration, pleasure from what he said, and even more from how he said it.

- removal of time and space restrictions. The two fundamental quantities, with respect to which any utterance or discourse is constructed, receive a different dimension in the virtual environment. In virtual worlds, space is no longer a given, independent of the subject. It itself turns out to be an image that should be constructed, modeled, as well as those creatures and objects that are supposed to inhabit it. Spatial connections can be constantly redefined and rebuilt without any restrictions and laws of logic. Objects do not just inhabit space; they transform it to the same extent as they themselves are formed by it. Virtual time is perceived by a person as actually existing, only "here and now", in which there is no past and future, where "presence is replaced by a visit, existence by anonymity" [9]. If in everyday life the connection between different-time events is not obvious, then in a virtual environment one event is reflected in another. A statement from many days ago can have an impact on what is happening now and what will happen in the future. Everything is woven into a tight knot in which there is no time, everything exists actually, as if in Eternity. This is how the participants of Internet communication themselves define the rules of behavior in a virtual environment: "In general, I am everywhere and nowhere, I proudly hover over the planet in the interweaving of the Web". In a virtual environment, various kinds of conventions and restrictions cease to apply. A democratic style of communication dictates a respectful attitude to all participants who "earn" authority only by their speech behavior. Virtual personalities, regardless of their level of education, rank and position, have an equal right to defend their own point of view, express (not) agreement with the interlocutor or present an alternative way to solve the problem put forward.

"Rude people" who allow obscene expressions, who do not know how to express their thoughts concisely and clearly, or who offend other participants, are not accepted by the virtual community. On the contrary, non-conflicting speech behavior aimed at finding a compromise is assessed as acceptable and worthy of recognition;

- speech uniformity. When communicating, the addressee's" world model" correlates with the addressee's "world model", and, as a result "the "world models" overlap, but do not repeat each other. The commonality of views, opinions, goals and life attitudes is reflected in the speech behavior of the group members. A characteristic linguistic feature of a small group is its speech uniformity. P. Vaslavik explains this feature by the factor of cohesion, duration and regularity of contacts [10]. In the speech of virtual personalities, a special communicative code is used, which is understandable only to "their own" or "initiates".

Computer jargon, humor, puns serve as a kind of indicator of a person's belonging to a certain society of "his own". Another feature of speech communication in a small group is the predominance of evaluative and characterizing words. In Internet communities, where people are united by common experience and interests, it is important not so much the name of the subject in question, as its characteristics and evaluation, i.e. new information. Thus, the members of such groups have a common lexical experience and thesaurus;

- unlimited choice of language tools. Communicants have the illusion of complete freedom, there is an opportunity to construct their own world, which is not like the real one, but exactly meets their needs, tastes and interests. The communicative behavior of the subjects becomes liberated, causing a unique individual speech manner. This is manifested in a non-standard approach to choosing a pseudonym, or nickname, which carries information about the personality and speech

actions of the user. Such a carnival attitude to the linguistic design of the interlocutors' messages indicates, firstly, that the author has an individual speech image, and secondly, the desire to impress, to be remembered.

Often, participants in virtual communication use reworked lines from well-known literary sources, films and musical works.

Virtual communication is carried out in an informal setting by people who have different levels of education and experience. Therefore, we can talk about a mismatch of background knowledge, which is guided by the participants in the discussion. This often leads to misunderstanding or inability to continue communication due to ignorance of the basics of the subject of discussion. Considering scientific network conferences, N.L. Morgun also notes that the participants of such conferences can be representatives of various professional levels [11].

The researcher believes that communication via the Internet, including participation in scientific network conferences, is more typical for young people and the affluent stratum of the Russian population, to which, unfortunately, most researchers do not belong, which leaves an imprint on the nature of the functioning of the language on the network. Integration of digital tools enhances learner autonomy and supports stepwise skill development [12].

Therefore, despite the specific scientific topics, communication is significantly different from truly scientific. In our opinion, this can be explained by the democracy and informality of communication and, as a consequence, the blurring of the boundaries between personality-oriented and status-oriented communication. G.P. Neshchimenko notes that the installation of momentary, momentary communicative contact initially implies "the need to reduce the linguistic "bar" of the text, its convergence with mass usage, which cannot but affect the speech standard" [13].

A favorable atmosphere conducive to dialogue promotes the establishment of friendly relations, increases the degree of interest of communicants in the problem under discussion. The participants of the discussion have no advantage over each other; everyone creates their own image and is confirmed in the virtual team thanks to their own speech behavior. Qualities such as professionalism, the ability to defend one's own point of view and the desire to be an understanding interlocutor are valued above all. The tone of communication is determined by the attitude of the communication participants to each other, to the situation and to the subject of speech. In virtual communication, a certain type of behavior is set by the topic, role or image chosen by the communicants, and may be frivolous, for example, when discussing a highly professional topic.

This circumstance, however, does not prevent finding the optimal solution to the problem. The seriousness of the communication situation is explained by the attitude of the participants to the chosen topic or the relevance of the issue.

Non-standard environment attracts a larger number of communicants, as it gives an opportunity to express themselves more clearly. The standard of behavior prevails when discussing topics related to political views or moral principles. In general, the tone of communication is chosen by the most active participants and can be both conflicting and directed to the search for a “common language”. Due to the democratic nature of virtual communication, participants are condescending to ignorance or misunderstanding on the part of inexperienced users, offering comments and explanations. Although the attitude towards newcomers is appropriate: they are identified as "strangers". In many statements, one can read an ironic attitude towards the interlocutor or a slight sarcasm in the comments of points of view. At the same time, participants in virtual communication try not to violate the tacitly accepted etiquette (or network etiquette), which excludes rude, abusive attitude towards each other. Anonymity, masquerade character and irresponsibility for the written word in many cases lower the level of seriousness of the discussion and sometimes turn the discussion into a scandal.

Results

The main compositional-speech form of virtual communication is reasoning. The reasoning in a virtual conference is an internally structured text that combines the opinion of the communicant and the facts on the basis of which this opinion is formulated. Concepts and categories, objects and phenomena of reality, properties of the human soul and various opinions become the subject of

reasoning. The electronic forum has a special structure of reasoning: the statement contains a thesis, the subject of which is the interlocutor's assessment of a phenomenon or fact; then there are arguments in favor of the thesis, or the basis of the assessment, that is, the reasons on the basis of which the user evaluates the situation this way and not otherwise.

The topics discussed by the participants are chosen depending on their interests and professional preferences, so the argumentation is based on knowledge or direct observation.

Conclusions represent a higher level of mental activity – generalization. As arguments or grounds for evaluation, the user, in addition to his own knowledge and generalizations, also attracts a "foreign" point of view. Thus, the arguments are selected by the speaker and the causal relationship between the thesis and the conclusions is established by the participant himself in his favor.

Discussion

Of course, the "virtual text" must be expressed through language. Therefore, a special place should be given to communication channels through which this "text" can be transmitted. It is known that written and oral discourse is distinguished in modern science. Written is the transmission of written recorded information when communicants are distant from each other not only spatially, but also in time; and oral is a set of verbal and paralinguistic means "actualized in the conditions of a common communication situation for the addressee and addressee"[14]. Speaking about virtual discourse, we see the integration of some features of oral and written discourse. Within the framework of virtual discourse, "there are genres that tend to either oral or written texts". [15]. So, adhering to the classification of O.V. Lutovinova, the genres of virtual discourse are divided into discourse-forming (email, forum and guestbook, chat, blog, instant messaging genre, online multiplayer role-playing game) and discourse-acquired (flame, online flirting, virtual romance, creative, flood, spam and message). In turn, each of the genres, despite the attraction to one of the types of discourse (written or oral), often occupies an intermediate position between them, since, being enclosed in a written form, it is still oral. It is impossible to say with certainty which of the genres is currently the most popular among Internet users, however, it can be noted that the genre of instant messages remains perhaps the most used.

To date, there are about seventy instant messaging services, or simply "messengers". Such a large number of these services is due to several factors. Firstly, since several types of protocols exist and function simultaneously on the network, software developers have the opportunity to "bind" their program to an existing protocol, or develop a new one. Secondly, some of the "messengers" are intended for use exclusively on mobile devices and do not work on computers, and vice versa. Thirdly, each region has its own programs for communication.

In our opinion, the instant messaging genre is one of the most open and free genres for the self-expression of a linguistic personality. After analyzing various dialogues and polylogues among users, we drew attention to the fact that, despite the written form, communication through instant messaging services reveals the characteristics of oral speech. We do not take into account such functionality of the aforementioned programs as video calling and video conferencing, our interest is reduced to a purely "written" embodiment of the language, or, in another way, "printed" communication. Thus, the text implemented in writing is not written speech, but on the contrary has the attributes of oral speech, with the exception of sound design.

In reality, Internet communication has the form of a dialogue, and due to the peculiarities of communication programs, at least two users can participate in it at the same time, and if desired, even more. Since communication takes place in real time (or online), each speaker is limited in time and is forced to give a response as soon as possible in order to maintain the conversation.

Of course, Internet communication is not limited to communication exclusively through "messengers", there are forums, mail correspondence, and the possibility of communication in social networks, but in such cases, there is not always a need for an "immediate" response to the interlocutor's message. It is also worth considering the fact that communication via email clients and on social sites requires a certain amount of time, which should be spent on accessing the Internet, typing the desired address, performing several more operations on the downloaded page,

and finally getting to the message entry form. This creates a certain sense of temporal and spatial distance from the interlocutor for the user. Moreover, postal correspondence in itself obliges to use bookish styles of speech, most often, of course, official business. Therefore, communication remains more "alive" in chats and messengers.

Recently, with the transition of computer technology to a new stage, when almost a third of the world's population has access to the Internet, and the use of webcams has become publicly available, many users have been able to make video calls and participate in video conferences. It is obvious that technological progress tends to erase the spatial and temporal limits for human communication, and to bring virtual communication as close as possible to real, however, in our opinion, instant messages in a virtual environment still have one very strong advantage over video communication – they leave the user the opportunity to do something else besides communication. It's no secret that while sitting at a computer, a person can do several things at the same time: listen to music, read the news, respond to messages to several interlocutors in turn – in the case of video communication, this would be impossible.

Conclusions

New information technologies that allow storing, quickly transmitting large amounts of information, engaging audio and video communication channels, interacting directly with a large number of participants from around the globe have become a reality of our days. The computer has completely changed not only the nature of communication with information, but also our ideas about the communication process. In this regard, it is legitimate to single out communication carried out by means of a computer as a special type of communication. The linguistic correlate of this type of communication is computer or electronic discourse as one of the forms of virtual discourse, widely understood, but limited in this work by electronic means of communication.

The novelty of the phenomenon, the lack of elaboration of the issue of the status of computer communication and the lack of theoretical provisions on its structure and linguistic features determine the continuing interest of psychologists, sociologists, philosophers and linguists in this phenomenon. At the same time, in many works, the concept of "virtual reality" does not receive scientific understanding and is exhausted by the meaning of an artificial environment constructed with the help of a computer, without taking into account the specific conditions of communication inherent in it and inaccessible in actual reality. The analysis of monographs devoted to the general characteristics of virtual discourse revealed inconsistency in the consideration of both the phenomenon as a whole and its components, the lack of a holistic approach to the study of its structure.

As a conclusion of the conducted research, it was found that a new type of discourse is emerging in modern culture – virtual, which is a set of heterogeneous (by subject, style, composition, set of linguistic characteristics) texts combining fragments of various discourses: banking, political, scientific, legal, advertising and everyday - and allowing for the combination of various information (visual, auditory, interactive). Virtual discourse is distinguished by its fundamental openness (texts, data banks, links), which gives the participant the opportunity to add, modify, delete the original text. The mosaic structure of the network complicates the rigid fixity of the text, which, in turn, makes it impossible to make any unambiguous interpretation, prediction of possible receptive versions of the text.

Virtual discourse becomes an independent discursive practice characterized by features common to other types of discourse, as well as a number of distinctive features that are not available in actual reality.

Virtual communication reflects the basic cognitive and mental models inherent in a person living in a new information age and participating in Internet communication. Internet communication is characterized by the following features: dialogicity, the presence of an authorization category with a clearly defined subject, involvement in social activities, the special nature of authorship, the combination of author -reader categories, the removal of temporal and spatial restrictions, the status equality of participants, the formation of a general picture of the world, unlimited choice of language means.

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ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ВИРТУАЛЬНОЙ КОММУНИКАЦИИ

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Аннотация. Данная статья посвящена изучению виртуальной коммуникации, сочетающей в себе особенности деловой коммуникации. В эпоху компьютерных технологий, когда любая человеческая деятельность неразрывно связана с компьютерами, язык не может развиваться изолированно, не адаптируясь к условиям современной жизни. Так, с появлением новой, виртуальной, платформы для коммуникации возникают новые жанры, среди которых жанр мгновенных сообщений занимает особое место ввиду своей популярности. Также в статье описываются лингвистические особенности интернет-коммуникации, характеризуется жанр мгновенных сообщений как один из дискурсивно-формирующих жанров. На основе анализа доказывается, что, несмотря на письменную форму и отсутствие звукового оформления, коммуникация посредством мгновенных сообщений все же должна быть соотнесена с устной речью. Под дискурсом понимается особое использование языка для выражения особого менталитета, а также особой идеологии.

Это приводит к активации определенных языковых параметров и, в конечном итоге, требует особой грамматики и особых лексических правил. Весь этот языковой материал также можно назвать дискурсом. Примером дискурса может служить совокупность высказываний персонажа в произведении искусства, который в данном случае выступает в роли модели реальной языковой личности.

Ключевые слова: дискурс, искусственная коммуникация, интернет-коммуникация, веб-чаты, жанры, язык, виртуальный дискурс, виртуальный текст.

ВИРТУАЛДЫҚ КОММУНИКАЦИЯНЫҢ ТІЛДІК ЕРЕКШЕЛІКТЕРІ

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Аңдатпа. Бұл мақала іскерлік коммуникацияның ерекшеліктерін біріктіретін виртуалды коммуникацияны зерттеуге арналған. Адамның кез келген іс-әрекеті компьютермен тығыз байланыста болатын компьютерлік технология дәуірінде тіл қазіргі өмір жағдайына бейімделмей, оқшауланып дами алмайды. Сонымен, жаңа, виртуалды, коммуникация платформасының пайда болуымен жаңа жанрлар пайда болады, олардың ішінде жылдам хабарлар жанры өзінің танымалдылығы тұрғысынан ерекше орын алады. Сондай-ақ, бұл мақалада интернет-коммуникацияның лингвистикалық ерекшеліктері сипатталады, дискурс құрушы жанрлардың бірі ретінде жедел хабарлар жанры сипатталады. Талдау негізінде жазбаша нысаны мен дыбыстық дизайнының жоқтығына қарамастан, жедел хабарламалар арқылы қарым-қатынас әлі де ауызша сөйлеумен байланысты болуы керек деген ұстаным дәлелденді. Дискурс деп ерекше менталитетті, сондай-ақ ерекше идеологияны білдіру үшін тілдің арнайы қолданылуы түсініледі. Бұл кейбір тіл параметрлерін белсендіруді тудырады және сайып келгенде, арнайы грамматика мен арнайы сөздік ережелерін қажет етеді. Осы тілдік материалдың барлығын дискурс деп те атауға болады. Дискурстың мысалы ретінде көркем шығармадағы кейіпкердің тұжырымдарының жиынтығы бола алады, бұл жағдайда ол нақты тілдік тұлғаның үлгісі ретінде әрекет етеді.

Түйін сөздер: дискурс, жасанды коммуникация, интернет коммуникациясы, веб чаттар, жанрлар, тіл, виртуалды дискурс, виртуалды мәтін.