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## Linguistic and social aspects of internet discourse: Challenges and prospects

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**Abstract.** The article examined the concept of discourse and its various typologies, which are the subject of interdisciplinary research. Special attention was paid to electronic discourse, which includes such subtypes as computer, virtual and Internet discourse. It was determined that the development of information technologies has significantly influenced the peculiarities of communication in the digital environment, contributing to the emergence of new forms of interaction, changes in speech practices and adaptation of natural language to technological conditions. Internet discourse is a key form of modern communication that combines both verbal and non-verbal elements, including emojis, graphic selections and sound phrases. The author also examined the impact of Internet communication on language styles, including the tendency to shorten statements, use abbreviations and introduce new expressive means. The role of English as a universal means of communication in the virtual space is noted, which affects the linguistic situation in Ukraine. The study has established that the digital environment contributes to the formation of new communication strategies and speech norms, which are gradually being consolidated in the language practice of users. The analysis of the texts of online communication has shown the existence of stable models of interaction that are highly contextual and expressive. It was found that agrammatism, characteristic of online communication, is not an accidental phenomenon, but functions as a means of increasing the speed and convenience of communication. The study has confirmed that online discourse plays an important role in the transformation of the modern language, influencing the norms of written and oral communication. The obtained results allow to predict further changes in the language behaviour of users of digital platforms, which are associated with the further development of technology and globalisation processes

**Keywords:** discourse; Internet discourse; communication; electronic discourse; computational linguistics; language changes; digital environment; research results

### Introduction

The current stage in society's development is characterised by the intense influence of digital technologies that transform the means of communication and form new

spaces of interaction. The relevance of the chosen research topic lies in the fact that contemporary Internet discourse not only reflects social, political and cultural

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processes, but also acts as a factor in their formation. Understanding the peculiarities of electronic communication, in particular its genre and stylistic transformations, is necessary for the development of practical recommendations for adapting traditional forms of communication to the digital age. In the context of rapid changes in the information space, the study of online communication is of particular importance for ensuring effective interaction between social actors and optimising information processes.

A review of recent publications on this topic has revealed both significant achievements and existing research gaps. J. He (2019) examined readers' contextual models in her work, believing that they are a cognitive link between online discourse properties and social strategies in the process of news comprehension. L. Chouliaraki & N. Fairclough (2021) have elaborated on critical discourse analysis as a form of critical social research in relation to a variety of theories from philosophy of science to social theory and from political science to sociology and linguistics. M. KhosraviNik (2022) examined critical discourse studies, in particular, power and manipulation manifested in communication, and determined that in the context of social media communication, which is changing the paradigm of interaction, critical discourse studies rethink the meaning of digital expressions in local and global contexts. M. Dynel (2025) has contributed to the study of Internet memes, which are considered as subjects of discourse of (de)legitimation, and its empirical focus is on memes related to irreplaceable tokens. R. Guadagno *et al.* (2023) analysed foul language in online discourse, an experience that is often perceived as a violation of norms and can affect group performance in online group discussion, as well as spread virally online.

Ukrainian researchers have published many publications on Internet discourse. Thus, N. Zrazhevska (2022), based on analytical and synthetic research, considered the classification of methods for studying media culture as a metacultural phenomenon and proposed an original classification of media culture research methods that emphasised an interdisciplinary approach to its study. O. Marukhovska-Kartunova *et al.* (2023) believed that online journalism is characterised by a variety of information sources, the ability to disseminate news quickly, interaction with the audience, global reach and open access to information. At the same time, the researchers acknowledged that online journalism has its drawbacks, including manipulation and the spread of fake news used by Russian propaganda, and emphasised the vulnerability of this form of journalism.

O. Domnich *et al.* (2023) found out how Internet discourse and online resources contribute to the formation of new linguistic theories, the practice of linguistic research and their importance in the context of university teaching, and also established the main trajectories of linguistic development in the theory and practice of

Internet discourse research and emphasised the impact of Internet discourse on linguistics and language resources within their linguistic manifestations. T. Biletska *et al.* (2023) traced the pragmatic level of sports blogs, identified the main communication strategies used in sports blogs, described communication tactics, as well as their linguistic operationalisation. O. Styshov (2024) examined uncodified colloquial phraseological units of the Ukrainian language, which function mainly in live spoken language and gradually penetrate the Internet, mass media and literary discourses.

The emergence of technological developments has contributed to significant changes and created the reality of Internet discourse, characterised by the communicative power and enormous social potential of the World Wide Web. At the present stage of the study of discursive practices, linguistics is intertwined with other scientific disciplines. In particular, it draws on the results of sociology, political science, economics and philosophy and uses their tools and methodologies. In addition, linguistics covers issues of manipulation, learning, privacy and security, which contributes to its multifaceted approach. Research in contemporary linguistics is guided by specific questions that address the complex interactions between different aspects of language and the Internet. A. AbuSa'aleek (2015) emphasised that a new subfield of linguistics studies the languages most affected by the Internet, leading to the formation of a large Internet-related vocabulary.

The analysis of current publications has shown that there is a need for a comprehensive study of Internet discourse, covering both structural and communicative, as well as socio-cultural aspects of its development. Unresolved problems, such as the limited analysis of genre transformations, insufficient attention to hypertextuality, and the lack of generalised models of speech transformation in the digital environment, confirmed the need for further research in this area. These issues are the subject of further analysis in the article.

The purpose of the study was to comprehensively analyse the transformation of online discourse in the context of modern digital technologies and to identify patterns of change in communication practices. The research was aimed at identifying specific features of online communication, revealing the impact of electronic media on traditional forms of broadcasting, and developing recommendations for integrating new communication models into the practice of public dialogue. The study aimed to overcome existing gaps in the scientific literature and provide new scientific grounds for understanding the role of online discourse in the modern information age.

## Materials and Methods

To study Internet discourses, a number of scientific methods were used to provide a comprehensive and in-depth understanding of the phenomena of electronic

communication in the context of modern digital media. The main material of the study was composed of texts from various sources, covering both the online environment and traditional communication channels. The empirical basis of the study was made up of electronic texts collected from official websites, blogs, forums, social networks and messaging platforms (Ukrinform, n.d.; Radio Svoboda Ukraine, n.d.; Verkhovna Rada of Ukraine, n.d.). Particular attention was paid to the analysis of comments and discussions on news portals, publications in online media – Television News Service (n.d.), Ukrainian Pravda (n.d.).

Traditional media sources were also used for comparison with digital discourse. These were newspaper articles, TV and radio programmes obtained from the archives of the mainstream media. The research period was the last five years (2019-2024), which allowed to trace the evolution of language patterns in the process of rapid technological progress and globalisation. Several complementary methods were used to analyse the collected material.

The method of analogy allowed a comparative analysis of online discourse with more traditional forms of communication, such as newspaper articles and television programmes. Analogies were used to identify similarities and differences in the ways in which opinions are expressed, arguments are constructed, rhetorical techniques are used, and ways of influencing public opinion. Examples of traditional media were used as cases to create basic comparative criteria. Using the method of synthesis, the results of previous studies (Shkola *et al.*, 2022; Domnich *et al.*, 2023; Malisheva, 2023) and own data were systematised to identify general trends and patterns in the development of online discourse. This synthesis helped to form a holistic picture of the changes taking place in various online environments and identify key features of digital communication.

Observations were conducted using both traditional and automated analysis methods, which allowed to record changes in language patterns, identify new topics of discourse and study the dynamics of communication in real time. The analysis covered a variety of data forms, including textual and audiovisual information, which provided a deeper understanding of digital communication processes.

A detailed content analysis was conducted to analyse the textual structure, lexical features, syntactic structures and functional elements of the discourse. This analysis allowed to determine how new language tools are formed on the Internet, how neologisms, abbreviations, icons and other means of conveying emotions are used, as well as what stylistic features are inherent in online communication compared to traditional media.

The historical method allowed to trace the stages of online discourse development and, in particular, to analyse the impact of important historical events, technological innovations and globalisation processes on the formation of digital communication. This method helps

to reconstruct the process of discourse evolution, which is important for understanding its current state. To compare traditional and online discourse, a number of criteria were identified, including, language structure and lexical richness; use of neologisms, abbreviations and symbols; ways of conveying emotions (icons, punctuation, repetition of letters); level of interactivity and the possibility of instant feedback; influence on the formation of public opinion; emotional colouring of messages.

The integrated use of analogy, generalisation, observation, analysis and historical approach allowed a comprehensive study of both formal and functional aspects of online discourse. This approach helped to identify the evolutionary features of digital communication and the impact of modern technologies on the transformation of linguistic culture.

## ■ Results and Discussion

In scientific thought, there is no single and generally accepted definition of the term “discourse”, which can be explained by the wide popularity of this term and the fact that it is the subject of interdisciplinary research. On the one hand, discourse is related to the pragmatic situation necessary to determine the coherence of discourse, its communicative adequacy and interpretation, and on the other hand, to the mental processes of communication (psychological, sociocultural, ethnographic principles and strategies of generating and understanding speech in specific conditions). Discourse develops within a specific situation, and discourse analysis provides an opportunity to understand the interaction of people aimed at achieving certain goals, where communicators interpret each other's speech and actions. Thus, discourse analysis takes into account extra-linguistic factors, which expands the scope of interpretation.

The large number of discourse typologies is explained by the fact that not all of them have clear classification criteria and sufficient empirical material, while the emergence of new classifications is influenced by various spheres of human activity that can generate their own type of discourse. G. Shkola *et al.* (2022) are convinced that the typology of discourse is always historically determined and is chosen by the researcher in each case to solve specific problems. This suggests that a complete classification of discourse types is unlikely or inadequate. However, attempts to create a universal classification of discourse types do not stop. Today, the leading criteria for distinguishing discourse types are those related to discourse categories and can be distinguished in terms of formal, functional, and substantive criteria. Therefore, the entire general discourse can be logically divided according to one or another criterion.

According to M. Malisheva (2023), in “Ukrainian-language scientific research, there is an identification of the terms “virtual discourse”, “Internet discourse”, “computer discourse”, “computer-mediated discourse”, “electronic discourse”, “network discourse”. The term

“electronic discourse” is a hyperonym that unites all of the above types of discourse”. M. Karpenko (2016) believes that electronic discourse is verbal and non-verbal communication through electronic devices or communication mediated by electronic devices. According to M. Malisheva (2023), within electronic discourse there is computer discourse, namely communication mediated by a computer, and within computer discourse there is virtual discourse. Within virtual discourse, there are Internet discourses (online discourses).

Computer discourse is considered as a set of texts with a common theme related to modern computers and information technologies. Therefore, computer discourse is understood as communication that takes place through electronic means of communication. The main characteristic of computer-mediated communication is that communicators communicate in cyberspace. Computer-mediated communication is carried out on the local, national and global Internet. Communication in networks differs in the form of interaction (online, offline), the direction of communication (monologue, dialogue, multimedia) and the degree of openness and accessibility (open, closed). Language systems can be compared to living organisms that are constantly changing, developing and adapting to meet the communication needs of their speakers. O. Domnich *et al.* (2023) argued that natural languages demonstrate a unique ability to adapt to technological progress and play an important role in ensuring effective communication in both private and professional environments. The emergence of new means of interaction is an integral part of globalisation, where artificial language organically merges with natural language, leading to the formation of Internet discourse. Globalisation improves the quality of life and facilitates the constant exchange of information, innovations and technologies.

One of the main functions of Internet discourse is to enable online collaboration so that people can interact effectively in the digital environment. Internet discourse would not be possible if the Internet did not exist or if members of the language community did not use their native language in the online space. The development of modern information technologies has contributed to the emergence of new forms of communication that are becoming increasingly important in public life. Discourse on the Internet has become the focus of attention for many researchers in the humanities, such as linguistics, philosophy and psychology. This is due to the fact that the Internet has become a universal means of exchanging information, covering both written and spoken language. A.V. Shuhaiev (2019) noted that the Internet discourse has recently gained significant importance due to the growing informatisation of society. R. Kluver (2000) defined informatisation as a process in which information technology transforms social and economic relations and minimises cultural and economic barriers.

Modern communication channels demonstrate the ability to unite the world through stable multimodal connections based on digital technologies. Innovative means of information exchange contribute to increasing social productivity, changing everyday life and providing free access to the dissemination of ideas in the digital space. M. McLuhan (2006) described the digital world as a global theatre where everyone should actively participate in the process of information transfer through modern communication channels, rather than remain a passive observer. In this context, informatisation can be defined as the transition from the industrial age to the information age, in which media participate in social and political life. Information is becoming an important tool for increasing labour productivity, solving global problems of humanity and promoting the intellectual development of society.

Discourse on the Internet transforms texts, adapts them to modern values and creates new areas of communication that fill gaps in people’s minds and give them new semantic tones. The popularity of the phenomenon is explained by the availability of a huge amount of digital information covering a wide range of topics. Internet users can use search engines to find information and access materials from certain web resources (Ukrinform, n.d.; Radio Svoboda Ukraine, n.d.; Verkhovna Rada of Ukraine, n.d.). The relevance of information on the web is an indicator of the recipient’s awareness of global and local socio-political processes taking place in the world.

Information technologies are transforming all spheres of public life, from personal interaction to international relations. In this context, Internet discourse is becoming an important element in the formation of an individual’s information culture. As a powerful communication tool, the Internet expands information flows, overcomes isolation and prevents marginalisation of users. The mass media (Television News Service, n.d.; Ukrainian Pravda, n.d.) and public relations services allow the production and dissemination of information materials and effective communication with individuals and social groups. The creation of a common information space between content producers and target audiences strengthens the influence of stakeholders on the public sphere and facilitates dialogue between governments and citizens. N.H. Lukashenko (2006) argued that only 10 % of a person’s worldview is formed on the basis of personal experience, while the rest of the information comes from external sources, including the mass media and the Internet. Internet discourse is characterised by its hybrid nature. Although it takes place in written form, its structure and style are similar to spoken language.

Although Internet discourse has features of spoken and written language, its nature is very different. D. Crystal (2004) identified the main features that distinguish Internet discourse from oral communication. These include the absence of simultaneous feedback, meaning that the recipient of a message cannot respond

immediately, which makes it difficult for the sender to assess the correctness of his or her understanding or interpretation of the message; the slow rhythm of communication, for example, replies to emails can take from several minutes to months; the restriction or immutability of communicative roles due to technological limitations; the absence of prosodic and paralinguistic means (intonation, stress).

An analysis of these differences shows that online discourse has more in common with the written word, but has some features that distinguish it from other forms of communication. In particular, Internet discourse, sometimes called "metacommunicative minimalism", differs significantly from traditional written language. Firstly, web pages are constantly changing and updating. Secondly, indexing systems that classify and organise texts have only a limited impact on the structure and function of the language of online discourse. Therefore, online discourse is a unique phenomenon with its own linguistic dynamics and rules. D. Crystal (2004) compared spoken, written and online communication, arguing that Internet discourse is a written language, and spoken language is closer to spoken language than to written language. He defined online discourse as "oral + written + electronically mediated functions" and considered it a new type of speech, not a hybrid form. In addition, the author called interactivity one of the features of online discourse. N.H. Lukashenko (2006) added to its characteristics the fact that online discourse contains elements of journalistic, scientific, publicistic, oral and artistic styles.

Languages change not only as a result of natural evolution, but also due to technological, political and social changes. The emergence of the Internet as a dynamic system and the rapid development of electronic communication have led to various changes in language. The emergence of new discourse practices requires new linguistic representations to adapt to these changes. In the study of K. Kitade (2000) argued that new technologies create opportunities for linguistic and pedagogical research. The language of the Internet is a particularly promising topic for research. The introduction of new means of communication has opened up new opportunities for expanding the system of linguistic units and has emerged as a promising topic for scientific research. This contributed to the emergence of Internet language studies, and the term "Internet linguistics" was coined to describe this new field of linguistic research. The study of Internet linguistics involves a comparative analysis of discourse practices in electronic discourse, that is the study of differences in the ways in which vocabulary and grammar are used in electronic resources.

The field of Internet linguistics is characterised by the study of the patterns underlying the emergence and evolution of new varieties of language. According to M. Sokol (2018), this includes the study the new forms of communication that have emerged as a result of the influence of the Internet, as well as the creation

of innovative means of linguistic expression. Another prominent research area is the development of specialised functional styles, which are especially relevant for the use of email as a means of communication. Internet linguistics studies electronic communication as a new form of interaction that uses linguistic units adapted for effective functioning in Internet discourse. From a linguistic point of view, electronic communication plays an important role as an essential means of expression. In today's society, the Internet permeates all aspects of human life, including education, science and various functional areas. In this context, language is very important, and therefore the study of its favourable influence on Internet discourse has become an integral aspect of contemporary reality.

Speech on the Internet is characterised by two main trends, namely the simultaneous complication of some linguistic means and simplification of others compared to traditional written speech; the interaction and competition between written and spoken speech. Discourses on the Internet have certain peculiarities. The structure of such discourses is understood as a hierarchical organisation of data, which, if properly structured and presented, allows an effective navigation between parts, from sub-elements to super-elements and vice versa. The main requirement for organising information in online discourse is a clear division of text blocks into relevant parts and the creation of internal links between them. The structure of online discourse is formed by hypertext. The elements of hypertext, such as hyperlinks and message texts, are represented in the linguistic context as electronic documents.

A hyperlink in online discourse is a list of keywords or phrases that can be underlined or highlighted to facilitate searching. As noted by A.V. Korolova (2008), the main function of hyperlinks is to provide navigation in electronic texts. Nowadays, computer-based communication is becoming increasingly important, and the Internet space is turning into a new environment that offers excellent opportunities for interpersonal and intercultural exchange. According to S. Danyliuk (2010), social networks, that is messages displayed on computer screens, can change their form and be presented in multimedia formats that combine text, graphics, audio and video. Interpersonal communication on the Internet differs in terms of the level of interaction. The universal pragmatic characteristics of Internet communication are communicative contact, empathy and self-expression strategies.

Among the main features that distinguish Internet communication from traditional interpersonal relationships are anonymity, which allows people to express their thoughts more freely, but can also encourage irresponsible behaviour in communication; ease of interaction, which makes communication more accessible and faster; brevity of the information transmitted, which is achieved through the widespread use of abbreviations, acronyms and symbols; the role of punctuation in

expressing emotions, which compensates for the lack of non-verbal communication; spontaneity of interaction, which can be easily interrupted or stopped at any time; atypical user behaviour driven by the desire for self-expression; in a virtual environment, people often choose different roles and scenarios than in reality; high trust in interlocutors, which often exceeds the level of trust in offline interaction; elimination of time and space boundaries, which makes communication possible from anywhere in the world, at any time.

Internet communication is a unique phenomenon that transforms the usual patterns of human interaction. Anonymity and distance from the real world reduce barriers to self-expression, but at the same time create an environment in which people are less likely to behave responsibly. Accessibility and the ability to interact regardless of place and time greatly simplify communication and fit into the concept of a global information society. The decrease in the amount of information and the growing role of emotional signs, such as icons and punctuation marks, demonstrate the adaptation of language to the digital environment and confirm theories about the evolution of language economy. The growth of trust in online interlocutors can be explained by the absence of an immediate threat of virtual communication, which is consistent with social psychology models that study behaviour in conditions of reduced control. Therefore, Internet communication not only facilitates the exchange of information but also creates new opportunities for social interaction, changing its nature and rules.

Researchers G. Shkola *et al.* (2022) determined that one of the peculiarities of Internet communication is that the processes of communication on the Internet affect the peculiarities of language styles. Internet users create new ways of using language, making it more concise, economical and practical. This changes the language itself and the ways it is expressed in text messages and gives rise to the existence of virtual versions of languages. English is the most common language in virtual environments, and it is also the starting point for communication participants who do not speak each other's language. Despite its physical and textual nature, participants in online communication perceive the environment almost linguistically. The peculiarity of online communication is its influence on language styles, especially Ukrainian. Communication in the virtual environment contributes to the creation of new forms of language use, making it more concise, economical and practical. As a result, the structure and representation of speech in text messages is changing, which is the basis for the existence of digital versions of the Ukrainian language. The Ukrainian language in the virtual space is also adapting to the requirements of the modern digital environment, but English remains the most common means of communication around the world. English is often the universal basis for communication participants who do not speak each other's language. Despite the written

form and visual nature of text messages, users perceive online communication almost as spoken language.

The authors L. Trachuk & L. Kaznacheieva (2023) noted that the Ukrainian language on the Internet is undergoing significant changes under the influence of the modern digital environment. These changes cover both lexical and syntactic levels. One of the most noticeable trends is the use of abbreviations, which allows users to convey information faster. Emojis are widely used to express emotions that are difficult to convey in plain text. Words and terms, especially those borrowed from English, are being integrated into the Ukrainian language environment, often with phonetic or grammatical adaptation. Therefore, virtual language becomes a tool for meeting practical communication needs while preserving the user's cultural identity. As for the emotions and images that underlie online discourse, online communication, despite its textual nature, is increasingly recognised by users as a kind of spoken language. This is due to the fact that virtual communication, especially communication in chat rooms, social networks and instant messengers, is dynamic, informal and often spontaneous. Participants in such communication not only transmit information, but also try to create a sense of presence, convey emotions and moods that are typical of live communication.

Textual imagery and emotional expressiveness in the virtual environment can be achieved in several ways, including:

1) the use of emojis, which function as a kind of emotional amplifier and are an integral part of online discourse. Emojis replace gestures, facial expressions, and intonation that are usually associated with spoken language. For example, a simple message such as "Дякую!" can be made warmer and more intimate by adding an emoji. Emojis can also be used to create visuals and stories, adding creativity to text;

2) repetition of letters. Increasing the number of letters and punctuation marks is an effective way to emphasise emotions. For example, the phrase "Дуже дякую!!!" sounds much more emotional than "Дякую!". Such words help to convey emotions, such as joy, admiration, or other feelings;

3) use of ellipsis and incomplete sentences. An ellipsis in sentences often indicates pause, reflection, or doubt. For example, the sentence "Я не знаю... може, це хороша ідея?" creates an air of uncertainty or hesitation that can be conveyed by tone and facial expression in oral communication;

4) Interjections and sound phrases. Interjections ("Ого!", "Ех!", "Оце так!") and sound phrases ("Ха-ха!" and "Ги-ги!") are often used in text messages. They add naturalness to the text and bring it closer to spoken language. These elements help to better convey reactions to certain events or statements of the interlocutor;

5) capitalise words and use graphic emphasis. The use of capitalisation in text often conveys a high tone or

emotional intensity, for example: "Я ТАКА ЩАСЛИВА!". Other graphic devices such as asterisks (very interesting) and symbols that emphasise important parts of the text;

6) creative use of words and expressions. In online communication, participants often play with words, create new structures, and use irony. Such expressions help to increase the emotionality and liveliness of communication, as they encourage positive interaction. These tools not only enrich the text, but also create a unique style of virtual conversation in which emotions and images come to the fore. At the same time, it helps the participants of the communication to compensate for the lack of physical contact, which is a natural human need in the process of communication.

Such emotional expressions have an impact not only from a practical point of view, but also on language culture. Especially among young people, these technologies are actively used to create new language traditions that may become part of official communication in the future. Therefore, the virtual environment is becoming not only a platform for information exchange, but also a cultural space where new forms of emotional expression emerge that reflect the spirit of the times.

As for syntactic changes and agrammatism in Internet discourse, there is a tendency to simplify and shorten. This is due to the desire of communication participants to exchange information quickly and save time. In the textual environment, where speed and efficiency play an important role, users often ignore traditional rules of grammar and punctuation, which leads to the phenomenon of agrammatism.

As defined by O.S. Chaban & V.H. Bezsheiko (n.d.), agrammatism is "an aphasic disorder that consists of an inability to construct grammatically correct sentences, up to and including disordered speech". Such deviations have become a typical feature of online communication. It manifests itself in the following forms:

1) lack of punctuation. Text messages often omit punctuation, which creates syntactic ambiguity. For example, "Як справи друже" is written instead of "Як справи, друже?". Complex sentences without commas, periods, or when only one letter is used instead of a combination ("." instead of "?!") are typical examples of this phenomenon;

2) inconsistency of sentence elements. Violation of the rules of lexical harmony in sentences is a common occurrence. For example, the incorrect formation of adverbs: "читати лежачи шкідливо" instead of the correct "читати лежачи шкідливо", verb tense: "він прийшов і розказує" instead of "він прийшов і розповів", and the use of profane verb forms: "немало випускників хочать продовжити навчання" instead of "немало випускників прагнуть продовжити навчання" and other mistakes. This not only simplifies the syntax, but also emphasises the informality of communication;

3) syntactic breaks and incomplete sentences. According to A. Zahnitko (2012), anacoluthons are a common phenomenon in virtual speech that "reveals the

lack of consistency, coherence, logic and construction of speech, in conclusions; grammatical inconsistency, violation of syntactic construction". For example, "Якщо ти завтра прийдеш... ну, побачимо". Also typical is the use of aposiopesis, which L.R. Bezuhla (2021) interprets as a figure of "expressive syntax that consists in breaking off a statement," that is using the intentional incompleteness of a thought to create intrigue or enhance emotional impact. For example, "Я хотів сказати, проте...";

4) simplifying the syntactic structure. Users often prefer simple sentences to complex ones to convey information as concisely as possible. For example, instead of "Якщо у вас є час, ми можемо зустрітися сьогодні ввечері" they write "Зустрінемося ввечері?" Such abbreviations, although useful, greatly simplify the syntactic structure of the message.

Syntactic variations and agrammatism in online discourse are caused by several factors, firstly, online communication is often fast, and users want to respond to others' messages instantly. This makes communication more dynamic, but reduces attention to grammatical correctness. Second, in messaging environments, messages are often composed impulsively, without careful thought or organisation. Third, conveying mood and emotion becomes more important than adherence to language norms. For example, the use of interjections and abbreviations can be more effective in conveying emotions than complex syntactic structures. Fourth, technological limitations have a major impact. In many messengers and social networks, the limited number of characters in a message encourages shortening of sentences.

The Ukrainian language, like other languages, is adapting to the situation of virtual communication. As a result, agrammatism is becoming a common practice in informal settings, which may raise concerns about compliance with language norms. On the one hand, this is evidence of the dynamism and flexibility of languages in adapting to new communication situations. On the other hand, the frequent use of agrammatism can have a negative impact on language culture, especially among young people who develop their language skills mostly in a virtual environment. Therefore, syntactic diversity in online discourse is a natural phenomenon that reflects the needs of modern society. However, it is important to find a balance between convenience and compliance with language norms to preserve the richness and culture of the Ukrainian language.

The phenomenon of globalisation is leading to significant changes in many areas of life, such as communication, economics, politics, and culture. One of the biggest challenges for languages in the modern world is the need to adapt to new communication situations, especially in the digital environment. The Ukrainian language is no exception and actively interacts with global trends, while preserving its cultural characteristics and uniqueness. English as a global language of international communication prevails in the Internet space. This language

serves as a universal means of communication used by people from different countries who do not speak the same native language. This is reflected in Ukraine as well, as it is used in business, science, technology, and Internet communication. However, the Ukrainian language has responded to this global trend by not only adopting foreign language elements, but also actively adapting to them while preserving its cultural identity. It is also important that the Ukrainian language in the digital environment does not become a mere copy of English, but changes in accordance with its own linguistic structures and norms. This process of adaptation includes borrowing English terms, creating new words, and adapting to Ukrainian phonetics and grammar. For example, English words such as "computer", "Internet", and "startup" are often used as they are, but in the Ukrainian environment they can be adapted to Ukrainian grammatical structures: "startups", "computerization", "online courses".

The process of globalisation, on the one hand, creates new opportunities for the development of languages, and on the other hand, it raises the problem of preserving the cultural uniqueness of the language. Despite global influences, the Ukrainian language actively uses traditional means of expression, such as intonation, lexical items, metaphors, and folk expressions, to create a specific emotional and cultural context. In the context of online communication, it is important to note how Ukrainian users adapt to modern technologies and language practices without losing their cultural identity. Moreover, languages on the Internet are not only adapting to global trends, but are also becoming an important means of cultural expression. This is evidenced by the prevalence of the Ukrainian language on social media, blogs, videos, and other digital platforms. Thanks to these platforms, the Ukrainian language has new opportunities for development and demonstrates its ability to adapt to modern requirements without losing its cultural foundation.

Online communication reflects the flexibility of language and its ability to change. At the same time, these changes are not random or irregular, but are influenced by new technologies and ways of communication. For example, the use of abbreviations, icons, and informal language is becoming more common in online communication. However, these elements can be adapted to the cultural realities of Ukraine, while maintaining their differences from other language zones. The choice of words, modes of expression, and methods of communication all reflect not only individual communication patterns but also the cultural identity of the group. The flexibility of the Ukrainian language and its ability to adapt to new situations make it increasingly capable of meeting the needs of modern users. This applies not only to the use of the latest technical terminology, but also to the language's ability to adapt to the requirements of fast and effective communication in the online environment. In virtual communication, the need to save

time and resources means that language changes such as shortening phrases, using abbreviations and icons help to convey the main idea or emotion as quickly and clearly as possible.

Therefore, globalisation does not destroy but transforms the Ukrainian language, introducing elements of world culture and technology. At the same time, the Ukrainian language retains its cultural identity, actively adapting new forms of expression and communication strategies to its unique traditions. This confirms that the Ukrainian language is able not only to respond to the challenges of globalisation, but also to actively define its place in the modern digital space.

## Conclusions

The broad and interdisciplinary nature of the concept of "discourse" makes it difficult to define and classify it clearly. Discourse is always associated with a pragmatic situation, mental processes of communication, cultural and social factors, which are reflected in various types and forms of expression. In particular, electronic discourse, including Internet discourse, reflects the changes caused by digital technologies and creates new ways of communication. Internet discourse is characterised by multimodality, innovative ways of expressing emotions, and the adaptation of language to the needs of the digital environment. This affects the way we speak, enriching the language with icons, abbreviations, numbers, and syntactic variations. At the same time, such communication contributes to the formation of virtual versions of the language that link cultural identity with the practical needs of the global community.

Some of the challenges of Internet discourse, such as agrammatism that simplify language structures, sometimes have a negative impact on language culture. However, these changes reflect the spirit of the times, adapt language systems to modern conditions and contribute to their dynamic development. In general, discourse remains an important tool in communication studies, helping to understand the interaction of language, culture, technology and contributing to the creation of new models of communication in the context of globalisation and information technology.

In social networks, chat rooms, and game servers, where simultaneous communication is possible, syntactic norms are often largely lost. Punctuation marks in virtual messages help to give the text additional semantic significance, and their number corresponds to the intensity of the emotion. The stylistic load of different punctuation marks is not the same. The online environment reflects the wealth of information and events in real life. It reflects the fact that each sub-discourse is open to users and is a complex and constantly evolving organisation. Users are able to shape the information space on the Internet thanks to their technical capabilities. This is emphasised not only by the diversity and multifaceted nature of the network, but also by its effectiveness.

Prospects for further research lie in both improving the theoretical concepts of discourse and in the practical analysis of the impact of digital technologies on language culture and communication strategies. The integration of interdisciplinary approaches and modern analytical methods will provide a deeper and more comprehensive understanding of the phenomenon of discourse in the rapidly developing information society.

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## Мовні та соціальні аспекти інтернет-дискурсу: виклики і перспективи

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**Анотація.** У статті розглянуто поняття дискурсу та його різноманітні типології, які стали предметом міждисциплінарних досліджень. Особливу увагу приділено електронному дискурсу, що охоплює такі підвиди, як комп'ютерний, віртуальний та інтернет-дискурс. Визначено, що розвиток інформаційних технологій значно вплинув на особливості комунікації в цифровому середовищі, сприяючи появі нових форм взаємодії, змінам у мовленнєвих практиках та адаптації природної мови до технологічних умов. Інтернет-дискурс є ключовою формою сучасного спілкування, що поєднує як вербальні, так і невербальні елементи, зокрема емодзі, графічні виділення та звукові фрази. Також розглянуто вплив інтернет-комунікації на мовні стилі, зокрема тенденцію до скорочення висловлювань, використання абрєвіатур та впровадження нових виразних засобів. Відзначено роль англійської мови як універсального засобу комунікації у віртуальному просторі, що впливає на мовну ситуацію в Україні. У ході дослідження встановлено, що цифрове середовище сприяє формуванню нових комунікативних стратегій та мовленнєвих норм, які поступово закріплюються у мовній практиці користувачів. Аналіз текстів інтернет-комунікації показав наявність стійких моделей взаємодії, що відрізняються високою контекстуальністю та експресивністю. Було виявлено, що аграматизм, характерний для онлайн-спілкування, не є випадковим явищем, а функціонує як засіб підвищення швидкості та зручності комунікації. Дослідження підтвердило, що інтернет-дискурс відіграє важливу роль у трансформації сучасної мови, впливаючи на норми письмової та усної комунікації. Отримані результати дозволили прогнозувати подальші зміни в мовній поведінці користувачів цифрових платформ, що пов'язані з подальшим розвитком технологій та глобалізаційними процесами

**Ключові слова:** дискурс; інтернет-дискурс; комунікація; електронний дискурс; комп'ютерна лінгвістика; мовні зміни; цифрове середовище; результати дослідження