

1. ЛИНГВИСТИКА

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Дискурс пользователей платформ самопубликации

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Аннотация. Целью данной статьи является исследование лингвопрогматических характеристик пользователей на платформах самопубликации: выявление общих и отличительных черт общения на разнообразных онлайн-платформах и изучение последних изменений, происходящих в живой интернет-коммуникации. Результаты исследования могут быть использованы для составления портрета типичного пользователя данных ресурсов, определения тематических предпочтений пользователей определенных платформ.

Ключевые слова: платформы самопубликации, дискурс, лингвопрогматические характеристики, лингвистический профиль, самиздат.

Discourse of self-publishing platform users

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Abstract. The purpose of this article is to study linguoprogmatical user characteristics: to identify common and distinctive features of communication on various online platforms and to study recent changes in the language. The results of the study can be used to compile a portrait of a typical user of these resources, to determine the thematic preferences of certain platforms users.

Key words: self-publishing platforms, discourse, linguoprogmatical characteristics, linguistic profile, samizdat.

In our modern society when to the already known means of communication new opportunities for remote Internet contact have been added, there is a rapid development and inevitable changes in all spheres of society, and interpersonal communication in particular. The diverse electronic platforms, Internet services and online resources are constantly used by millions of users nowadays.

In the last decade of the twentieth century, the extensive development of an outstanding philological phenomenon of self-publishing is evident. The genre of self-publishing, the history of which goes far into the past, although the term "samizdat" was formulated only in the middle of the last century. It is believed that its author is the poet and writer Nikolai Glazkov. Facing the constant reluctance of official publishing houses to publish his works, the author began to print on his books' covers he word "Samsebyaizdat", which was invented by himself, instead of the supposed name of a publishing house. It goes without saying that the distinctive elements and characteristics of samizdat changed under the influence of external and internal factors, including the political system, the peculiarities of society's development, relations in the international arena and the pace of scientific and technological progress.

In the modern millennium, the traditional self-publishing is being replaced by digital self-publishing, the independent publication of literary works by authors on appropriate electronic platforms on the Internet. The rapid development of Internet technologies leads to a greater spread of such platforms. Authors are more and more inclined to use such online resources, as it gives the opportunity quickly and without intermediaries to share

their works and communicate directly with readers through online comments on these sites.

An Internet comment is a message expressing a user's opinion about a post on the Internet or commenting on the content of another comment. Internet comments are part of many sites across the web. Today, it is obvious that comments posted on the Internet are widespread, they can be seen on almost every website, in particular, comments are integral elements of the following platforms:

- social networking sites;
- informational sites;
- thematic platforms;
- marketplaces;
- blogs [1, p. 398].

Communication between users and authors on digital self-publishing platforms is also an important part of such platforms' functioning. A well-functioning commenting system can create a favorable space for writers and readers, enriching interaction and providing an opportunity for literary exchange.

The main features of this genre can be distinguished:

- 1) the presence of a prototext (and therefore intertextuality) or protosituation (the author's personality or own associations are commented on rather than the text);
- 2) evaluativeness (overt and/or covert);
- 3) dialogicality (dialogue proper; internal dialogue; pretension to dialogue);
- 4) subjective modality;
- 5) relative brevity;
- 6) absence of a set structure: frequently, components belonging to different functional styles are combined in a single statement: the communicative function dictates using of colloquial style, the theme of creativity involves the means of artistic style, and the given form of definition may even give the statement a certain scientific character.

Through analyzing user comments on digital self-publishing platforms it is possible to identify the main characteristics inherent in the communication between authors and

readers. Thus, several digital portals and services that host samizdat materials were reviewed in detail, and as a result, it can be concluded that these resources present an abundance of slang language units used by authors and readers.

Authors and users of thematic digital resources form a social group that uses special slang. In addition, a lot of slang expressions are also present in comments, where users use neologisms, jargonisms and erratives when discussing this or that material. Moreover, users of digital self-publishing platforms sometimes try to minimize the text while preserving its idea and content by using abbreviations.

Interacting in virtual space, users often neglect rules of grammar, punctuation, etc. Quite often there are comments where modified language norms are used. Such norms are usually classified into morphological and syntax norms. Concerning morphology, an exuberant use of personal pronouns is usually observed. According to the Russian scientist, Doctor of Philological Sciences G.Y. Solganik, this situation can be explained by the fact that the participants of communication in the network constantly emphasize their own position, views and beliefs about an issue. Certain parts of speech such as participles are rarely used in this case, commentators mostly prefer particles and interjections. As for the study of comments from the position of syntax, the most common are simple, short incomplete sentences, and there are practically no restrictions on their structure. Therefore, simple sentences in comments can be definitely personal; indefinitely personal; impersonal; generalized personal.

The order of words in comments is also remarkable; usually a sentence with the word that contains the essence of the message. Sometimes sentences consist of a single word, introductory words and constructions, explanations often prevail. In addition, many users ignore punctuation rules or do not put punctuation marks at all.

User comments on digital self-publishing sites are characterized by high emotionality, expressed through the extensive use of punctuation marks, stylistically colored vocabulary and the presence of emoticons in speech. Emoticons in the Internet network have a rather important role, because with their help users can express their emotions in the message more accurately, which is not always possible to achieve only

by language means. Based on the considered characteristics of emoticons, it can be noted that they are the foundation of human interaction in online. Thus, network communication is also based on certain laws, typical for all online platforms, social networks and resources where samizdat materials are presented.

In terms of size, comments can be small - from one to fifty words, medium - from fifty to one hundred words, large - from one hundred words. User comments can be addressed to the author of the work, to other commenters and to no one in particular. Readers' comments can be thematic, referring to book content, its characters and plot and non-thematic, containing information far from the essence of the work and conveying either outside thoughts of users, or considerations only indirectly related to the reading. According to the degree of creolization there are texts with zero creolization. In these texts, the text is purely verbal or purely visual. And texts with full creolization, when both components are present in the comments, forming a complexly constructed meaning. Interpretation of the text is only possible by considering the meanings of both components. According to the type of multimedia, in users' comments can be noted ones containing hyperlinks, text, image or screenshot and video file. In terms of stylistic coloring, comments can be neutral and stylistically marked, containing slang, euphemisms, abbreviations, typical for the comments of users of self-publishing platforms of literary works.

Therefore, it is of great scientific interest to study the distinctive features of Internet comments, both Russian-language and English-language virtual space. The research in this area will make it possible to study and identify the actual mechanisms and trends of language development in virtual space.

Список источников

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