

confirm the uniqueness of each language and their development within their respective language groups. The Kazakh language is closely related to other Turkic languages, while Mongolian retains characteristic features of the Mongolic language branch.

Thus, analyzing the similarities and differences between the Kazakh and Mongolian languages not only sheds light on their linguistic features but also helps to better understand the historical, cultural, and ethnolinguistic connections in Central Asia.

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THE EVOLUTION OF LANGUAGE AND COMMUNICATION IN DIGITAL ENVIRONMENT

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The Internet, functioning as a distinct communicative environment and a cutting-edge sphere of linguistic realization, has introduced novel modalities of interaction, stereotypes of linguistic behavior, and emergent forms of language existence. Recently, the functioning of languages within the global network has

become a focal point for numerous linguists. The transformation of the linguistic personality occurs in conjunction with the formation of a virtual picture of the world, including a linguistic one, which reflects life within cyberspace as well as its idiosyncratic characteristics. A shift in values is observable: computer literacy is often prioritized over formal linguistic education; consequently, expressing oneself through simplified language that defies conventional communicative norms is frequently perceived as a mark of wit.

These developments significantly influence the linguistic situation and necessitate rigorous scholarly investigation. It is highly probable that we are witnessing the emergence of a new register – the style of Internet communication. Its defining characteristics include «written speech», hyper-intertextuality, and pronounced colloquialism. A qualitatively new feature of this style is its spontaneity, despite its orthographic reproduction. The significance of this issue is evidenced by the fact that scholars globally observe and analyze analogous processes occurring within natural national languages used by Internet denizens. For instance, even in England, where there is no external borrowing of Internet terminology, researchers have recognized the need to define and study a new functional style termed «Weblish» (Web + English), which is «aggressively proliferating among Internet users and encompassing increasingly broad segments of the mass audience» [2, p. 115].

Today, it is an indisputable fact that the Internet is the most expansive repository of information humanity has ever known. However, its capacities – such as immediacy, speed, and the accessibility of connection between users across varying distances – allow the Internet to serve not only as a tool for cognition but also as a fundamental instrument for interpersonal engagement. In the virtual realm, the individual adopts a «mask» that facilitates the communication process, dismantles psychological barriers, and liberates the creative «self». Unique opportunities for self-expression are provided by interactive forms of online communication, such as various chat rooms, forums, social media and video-conferencing platforms.

According to psychologists, their instantaneous nature also eases communication by alleviating the burden of responsibility for long-term consequences.

A new world and a novel lifestyle within the Internet space necessitate either the creation of new linguistic communicative tools or the transformation of existing ones: slang developed by Internet users permeates general vocabulary; the revival of the epistolary genre in the form of e-correspondence possesses its own linguistic specificities; the ludic conditions of virtual space encourage communication to gravitate toward play, which manifests linguistically as a tendency toward oral-colloquial styles even on formal websites.

With the advent of the Internet, the destiny of the «text» in society has undergone substantial changes, as within the Internet community, the «persona-image» is equivalent to the text. This is particularly evident in chat rooms and forums, where the fundamental human drive for creative self-expression is realized. Furthermore, «inhabitants» of those virtual spaces are almost entirely deprived of paralinguistic cues: vocal timbre, prosodic emphasis, emotional coloring, pitch, volume, diction, gestures, and facial expressions. Consequently, the reliability of linguistic communication becomes extremely low, as psychologists suggest that in standard interaction, non-verbal communication accounts for up to 55% of the outcome. Such a global deficit necessitated compensation; thus, Internet communication is «not entirely devoid of corporeality» [1, p. 240]. Primarily, the «emotional deficit» was compensated for by introducing partially typified emotional reactions into virtual discourse – emoticons, or «smileys», which have achieved extraordinary ubiquity.

Effectively, at present, emoticons serve as the primary indicators of the author's emotionally charged attitude toward the text, conveying the direction and intensity of their emotions. To compensate for timbre and emphasis in virtual interaction, «caps» (from Caps Lock key) is employed; writing in CAPITAL LETTERS is universally interpreted online as raising one's voice. As Gretchen

McCulloch [3] mentions, numerous other non-verbal means of conveying emotion and mood are also recognized.

From a linguistic perspective, we are addressing a new phenomenon in textology – hypertext, the principle upon which the entire linguistic space of the Internet is organized. Hypertext has become essentially a new mode of cognition in linguistic reflection. It is capable of manifold transformations, displacements, and various interpretations of its content. Hyperlinks provide the ability to structure information into thematic groups that are interconnected yet relatively autonomous. The variance in narrative development allows all participants in communication to engage in the active co-creation of the text.

Thus, it is unsurprising that the Internet intensifies user attention toward the linguistic tools they employ. Furthermore, virtual personalities become the creators of new verbal and non-verbal means of expression and interaction, shaping not only the virtual space itself but also the language through which this socium communicates. Virtual personas can interact solely through written texts created in real-time, influenced by spontaneous oral speech. Consequently, the text and the personality in virtual reality become synonymous, and the significance of the «written-spoken» text increases profoundly.

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