ABSTRACT

LINGUOCREATIVE POTENTIAL OF THE SOCIAL NETWORK INSTAGRAM IN THE ASPECT OF THE ENGLISH COMPUTER-MEDIATED COMMUNICATION

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Main parts: Introduction, three Chapters, Conclusion, Bibliography, 2 Addenda.

Key words: Internet, computer-mediated communication, virtual communication, text mobile communication, texting, Instagram, hashtag, compression, post, comment.

Abstract: The object of the present research is the language of the English short text messages playing the role of posts and comments in the social network Instagram. The aim of the work is the identification and analysis of the characteristic lexical and grammatical features of the English-speaking Internet communication which is realized in short text messages, representing posts and comments of the social network Instagram.

In Chapter 1 the problems of virtual communication in the era of globalization, the influence of the language of virtual communication on Standard English, the features of the forms of virtual communication and the culture of text mobile communication, as well as the interaction of oral and written forms within the virtual communication act are considered.

Chapter 2 focuses on the influence of social media on communicative processes. Here the factors of exponential growth of the number of Internet users, the dominant of visual communication as a result of transformation of the PR-message in the Internet come to light, and the social network Instagram as a conglomerate of visual, text and graphic information is described.

In Chapter 3 an attempt of the identification and analysis of the language features of the English-speaking Internet communication in the network Instagram by means of the research of compressive language means in the texts of posts and comments of the social network Instagram, and also the study of the specifics of the formation and the role of hashtags in the posts and comments of the social network Instagram are carried out.