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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**VIRTUAL IDENTITY AND ITS NEW MEDIA LINGUISTIC  
EXPRESSION IN DISCOURSE**

Specialty: 5704.01 – Language theory

Field of  
science: Philology

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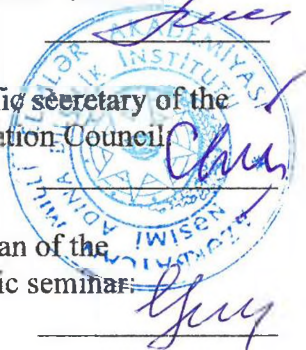
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## INTRODUCTION

**Urgency of the theme and the degree of research.** The interest in studying the internet language is observed to be increasing nowadays. It is demonstrated in the characteristics of the research aimed at revealing the virtual identity and its activity in the new media discourse through hidden and overt language means. In linguistic research, a paradigm shift is seen to be taking place in the direction of the interaction of the language and the Internet. Besides in linguistics, as an independent scientific field, the apparatus of categorical concepts of Internet linguistics is formed, and the leading positions of information acceptance and perception by humans can be determined. Virtual identity and its expression in the language are known to be a tendency to the internet language as well as a communication act. From this point of view, it is not accidental that B.H.Davis and J.P.Brewer consider the Internet language as a quantum of discourse corresponding to a focus of human's cognitive ability. According to the opinion of these linguists, the Internet information (either of them) usually contains an element of new information, and the encounter of old/new information that is indicated by the interaction of the participants of the communication.

The main essence of the notion of virtual identity is observed in the various environment of the new media discourse. In the new media discourse, the notion of virtual identity is considered to be a communication unit and the result of the conversation. The association of the Internet and the language make it possible to be understandable that the expression of explicit and implicit means in carrying out the process of integrating the meaning of Internet texts. These can also be meant to be scientific innovation of this research work.

The investigation of media discourse has not been properly researched yet. The content and structure of the Internet discourse is formed in various speech act texts. Virtual identity, its explicit and implicit expression in the media discourse has not been the subject of a separate research either.

**The object and the subject of the research.** The object of the study is to investigate the virtual identity and its expression in the new media discourse with language means.

The subject of the research is the systematization and the determination of the participation and their roles in the formation of Internet texts.

**The aims and objectives of the research.** The main goal of the research work is to analyze the communicative-stylistic features of the Internet discourse in different languages as well as to reveal their structural-semantic features.

The main tasks of the research work can be determined as following:

- to provide an overview of linguistic resources related to Internet linguistics;
- to identify and characterize language and Internet problems in Internet linguistics;
- to analyze the linguistic significance of the semantic and pragmatic study of the new media discourse and to show its role in the formation of different types of communication;
- to identify the roles of the individual components of the new media discourse;
- to define different features of internet communication, the boundaries between them and their functional features;
- to reveal the explicit expression of the media discourse;
- to reveal the implicit expression of the media discourse.

**The research methods.** The methods used in the research work have been chosen attentively related to the research work. The correct choice of methods ensures an objective result of the research work that was performed.

The following methods have been used in connection with the topic of the research:

1. The method of observation;
2. The method of linguistic analysis.

However, the discursive-contextual analysis method has been used in this research work; the functional approach can be observed as well.

### **The main provisions for defense:**

– linguistic sources related to internet linguistics should be investigated and the term “internet linguistics” should be confirmed to include language and internet unity. The language and communication community, where language and communication are observed to be in unity should be explored in Internet linguistics.

– it should be justified that internet linguistics is one of the right fields that investigates the manifestation of the human language in the technology environment.

– Internet linguistics is noticed to be a process of the behavior of people and communication as a whole.

– Internet linguistics is the study of language in the Internet or the study of the Internet language. This field includes syntax, internet morphology, phonology, graphology, multimedia, semiotics, semantics, and discourse.

– the Internet language can create a balance between internet language and internet communication and its impact on people.

– the internet has its own language of communication: the language of messages, the language of twitter, the language of e-mails, the language of Facebook communication, the language of emojis (facial expressions), etc. Each of these tools has its own writing and usage forms.

– Internet is known to be the most modern mass media spread among various media communication means.

– the linguistic significance of the semantic and pragmatic study of the new media discourse reveals the meanings of internet texts and shapes their different types of communication.

– the Internet language is widely used in different internet texts.

– new media discourse is defined as one of the types of communication in the digital world, and it has some components such as group correlation, individual orientation, mass orientation, etc.

– message texts, e-mails, emojis in different languages have their own communication languages.

– the internet is known to be a multi-layered semiotic system.

**The scientific novelty of the research.** Researching the virtual identity in different languages, and its explicit and implicit ways of expression in the new media discourse can be considered to be a scientific innovation of the research. Virtual identity and its expression in media discourse are needed to be highlighted being a new topic for general linguistics.

**Theoretical and practical significance of the research.** The theoretical importance of the work is determined by the study of the role of texts and discourses in the expression of the unity of the Internet and language in the clarification of the mechanism of semantic fields and the impact on the realization of accurate communicative models. The theoretical importance of the work consists in a) revealing the general and specific features of different internet communication systems, b) developing a linguistic interpretation of multifaceted implicit and explicit means of internet correspondence in intercultural communication.

The results of the research can be used in lectures and practical courses dealing with Internet linguistics as well as in the development of new educational tools related to this topic.

**Approbation and application.** The results of the research work are widely analyzed in the author's 23 published scientific articles and conference theses.

**Name of the organization where the dissertation is performed.** The research has been carried out at the Department of Indo-European Languages of Institute of Linguistics named after Nasimi of the Azerbaijan National Academy of Sciences.

**The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation.** The research work consists of Introduction, 3 chapters, a conclusion and list of used literature. The introductory part of the dissertation is 4 pages, Chapter I 20 pages, Chapter II 53 pages, Chapter III 39 pages, conclusion part 4 pages. The total volume of the dissertation is 212551 characters, excluding the list of used literature.

## BASIC CONTENT OF THE RESEARCH

The Introductory part of the research demonstrates the relevance of the topic, its scientific novelty, theoretical and practical importance, goals and objectives of it, the object and the subject, the language material and the methods used in the research work.

The first chapter of the research work is titled **“The place of the Internet in modern linguistics”**. It analyses the origin of Internet linguistics and the reasons of its creation. Internet linguistics is considered to be a crucial field of applied linguistics nowadays<sup>1</sup>. M.Mahmudov writes: *“The terminological combination of “internet linguistics”, “computer linguistics”, “mathematical linguistics”, “structural linguistics”, “computational linguistics”, “statistical linguistics”, “cybernetic linguistics”, “structural-applied linguistics”, “engineering linguistics”, “corpus linguistics”, “quantitative linguistics”, etc. includes each of the notions from the point of view of meaning and includes the new field of linguistics that originated at the point of convergence with the complex of mathematics, statistics, and cybernetics sciences”*<sup>2</sup>.

*“The main aspect that distinguishes Internet linguistics from the other fields of applied linguistics is the processing of language material on computers. Many new concepts and terms are used in computational linguistics which has formed as an independent scientific field. Most of those terms and concepts are used in artificial intelligence systems and cognitive linguistics”*<sup>3</sup>.

Internet communication tools are realized and implemented as a result of the cognitive-virtual ability of a person. F.Y.Veysalli writes: *“Cognitive activity is a mental process realized through language”*<sup>4</sup>, and it has a great role in the study of different human communication”.

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<sup>1</sup> Mahmudov, M.A. Computer linguistics. / M.A.Mahmudov. – Baku: Science and Education, – 2013. – p.12.

<sup>2</sup> The same, p.46.

<sup>3</sup> The same, p. 27.

<sup>4</sup> Veysalli, F.Y. An introduction to discourse analysis. / F.Y. Veysalli. – Baku: Education NPM, – 2010. – p. 30.

According to E.S.Kubryakova, “communicative acts realize the communication within us”. This definition suggests a related study of the cognitive and discursive functions of language. Therefore, the study of language and language phenomena at the intersection of cognition and communication is the most adequate method of investigation<sup>5</sup>.

English linguist N.Fairclough characterizes the modern language situation in the world as the “technologicalization” of the language of communication, which can be attributed, first of all, to the intensive use of the Internet in all areas of society’s life<sup>6</sup>. Today, the Internet is an integral part of the culture of society, one of the main elements of the development of civilization. Its main feature is that it is not only a technical invention, but also a social phenomenon. The language of the Internet combines the features of written and oral speech as well as it has special aspects conditioned by computer communication. The language of the Internet is a new type of communication, a new type of discourse. Therefore, sometimes the language of the Internet is called “oral-written discourse”. The main form of existence of communication on the Internet is written form, but the rules of writing are violated everywhere as the communication is mostly informal. Describing the essence of the Internet language, D.Crystal offers an original formula: “... *oral speech form + written speech form + computer-related signs*”<sup>7</sup>. This means of communication is much more than a hybridization of writing and speaking.

According to the opinion of L.V.Kompanseva, despite some factors, it can be said that Internet linguistics is formed as a new field of knowledge:

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<sup>5</sup> Kubryakova, E.S. Cognitive aspects in the study of the semantics of the word // Semantics of language units: Abstracts of the VI International scientific. conf. T. 1. – Moscow: Nauka, – 1998. – p. 47.

<sup>6</sup> Fairclough, N.L. Linguistics and intertextual Analysis Discours Analysis // – London: Macmillan, Discours and Society. – 1990. – p.193.

<sup>7</sup> Crystal, D. Internet Linguistics. / D.Crystal. – New York: Routledge, – 2011. – p.90.



a) typological features of all levels of internet communication are determined (functional-system, discursive, conceptual, sociological, linguo-genderological, etc.);

b) the emerging paradigm in Internet linguistics is noted in its terminological system which is confirmed by the fact that it has an apparatus of concepts that are exceptionally relevant to that field. For example, internet communication, virtual language identity, virtual discourse, hyper discourse, etc.<sup>8</sup> Some linguists compare the impact of the Internet on language and communication to I. Gutenberg's invention of the first printing press<sup>9</sup>.

In the English-language scientific paradigm, various terms are used to define the new electronic language: "*e-language, net-lingo, e-talk, geek-speak, net-speak, weblish*"<sup>10</sup>, and the communicative space of its activity is called computer communication.

The widespread usage of the mentioned term began in the 90s with the publication of the "Journal of Computer-Mediated Communication" magazine. A linguist is primarily interested in the language as a system of signs, or rather, in the oral and written forms of language, rather than the language of non-verbal communication. The emergence of new mobile phones, smartphones, products of the "Apple" company, electronic audiobooks has removed the association of communication on the Internet only through a computer as the Internet has gone beyond the limits of this device. As a result, the terms "electronic communication" and "digital communication" appeared. Although it is too early to mention which of these terms may gain functionality, from the linguistic point of view, all the manifestations of the activity of natural language in the electronic environment – the term "internet-linguistics" can be considered to be the most suitable for naming this direction.

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<sup>8</sup> Kompantseva, D.F. Internet linguistics: cognitive-pragmatic and linguoculturological approaches: monograph. / D.F.Kompantseva. – Lugansk: Knowledge, – 2008. – p. 405-407.

<sup>9</sup> Crystal, D. Internet Linguistics. / D.Crystal. – New York: Routledge, – 2011. – p.79.

<sup>10</sup> Crystal, D. Language and the Internet. 2nd edition. / D.Crystal. – Cambridge: Cambridge University Press, – 2006. – p.122.

Apparently, this term is more important from the linguistic point of view. It refers to the linguistic aspect of the communication process, not the technical, sociological, psychological aspects. From this point of view, the position of D.Crystal is more interesting. According to him, the direction dealing with all aspects of communication except linguistics can be called internet-semiotics<sup>11</sup>.

The exceptional importance of the Internet, as noted by D.Crystal, is reflected in the spelling of the word itself: *“The word Internet is the first to have been written with a capital letter among modern technology terms. For example, words such as “print”, “publishing”, “broadcast”, “radio”, “television” are usually not capitalized, while “Internet” and “Net” may be capitalized depending on the purpose”*<sup>12</sup>.

Our point of view is that since Internet linguistics is in the stage of formation and development, today Internet-syntax, Internet-semantics, Internet-morphology, Internet discourse analysis, etc. are used in the field of Internet linguistics and the directions can be distinguished. If we take into account the very research, then this direction can be evaluated as an integrative direction that creates its own terminology by referring to the terminology of other fields of sciences.

D.Crystal suggests calling this field “applied internet linguistics”. In our opinion, Internet linguistics aims to record all the changes that have occurred under the influence of the Internet at all levels of natural language. The first problem encountered by a researcher working in the field of Internet linguistics is textual information that exceeds the volume of texts preserved in the network and stored in libraries all over the world. The volume of this text information is constantly increasing as well as its information richness continues to increase with the addition of new countries and

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<sup>11</sup> Crystal, D. The scope of Internet linguistics: [Electronic resource] / Paper given online to the American Association for the advancement of Science meeting. – Britain: – 2005. – p.2. URL: <http://allthingslinguistic.com/post/9447199392>

<sup>12</sup> Crystal, D. Language and the Internet. 2<sup>nd</sup> edition. / D.Crystal. – Cambridge: Cambridge University Press, – 2006. – p.3

subcultures to the network. Two main categories are possible to be observed in Internet texts: communication and coherence<sup>13</sup>.

Creating the communication and forming it right is essential for web texts. The realization of the first category is based on system, function and system-language categories. Secondly, the organization of the texts should be based on relevance to the topic, for example, facial expressions, emojis, punctuation marks should be chosen correctly. You need to be especially careful in the choice of facial expressions. Once upon a time, Ch.Darwin studied the difference between facial expressions in humans and animals and came to the conclusion that facial expressions in humans and animals can be similar in some situations<sup>14</sup>. For example, humans and animals can exhibit the same expressions when they are afraid or in unexpected situations. At the moment of fear, widened eyes in humans and animals, expressions of horror on the face and eyes, etc. can be observed. When reflecting these expressions with symbols, emojis, or punctuation marks in Internet texts, it is necessary to pay attention to the fact that the selected figures are appropriate to the situation. Human facial expressions expressed through animal figures have also started to be used. The use of these adjectives in Internet texts increases the informativeness of the texts. Internet texts take into account informativeness, cohesion, integration, topical membership. These categories can be applied to other text types as well. In Internet texts, categories do not function separately, but they vary depending on the structure of the text.

A.N.Morakhovsky connects the multiplicity of text categories with their hierarchical irregularity, mandatory and facultative features taken at one level. It shows that text signs and text categories are qualitatively different<sup>15</sup>.

From the point of view of linguistics, it is possible to follow the development of the Internet in two broad stages:

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<sup>13</sup> Sperber, D. Relevance: communication and cognition. / D.Sperber, D.Wilson. – Oxford: Blackwell, – 1986; – 1995. – p.88

<sup>14</sup> Charles, D. The Expression of the Emotions in Man and Animals. / D.Charles. – Chicago: University of Chicago Press, – 1872. – p.74

<sup>15</sup> Morakhovsky, A.N. To the problem of the text and its categories // – Kaliningrad: КГПИИЯ, Text and its categorial features, – 1980. – p.3

1) the direction that affects the nature of the language used within the individual speech community;

2) direction that brings different styles together, and it is observed in their unity<sup>16</sup>.

In the first case, language is tracked in an already existing visual modality, which creates linguistic implications. For example, as in an internet phone (/interphone/).

It turns out that in an Internet phone, the microphone and the speaker together perform the function of the phone. There are computer technologies whose influence on language has not been recognized yet. For example, there are devices that translate speech into other language as it is. Such devices have already been proven to have flaws in the translation language. The apparatus created by D.Adam called "Bible fish" performs a similar action. The device is designed to create a face-to-face conversation effect, but it cannot be said to be successful<sup>17</sup>.

T.Berners-Lee quotes the following to emphasize the importance of the Internet: "People are so addicted to new technology as if they were born from it. Being connected to the Internet, they get information about their lives from the Internet, economic, political, cultural and other fields. People also use the Internet to convey their voices to the world"<sup>18</sup>. T.Berners-Lee goes further and writes: "*I argue that the Internet should be seen as a social tool rather than a technical device*"<sup>19</sup>. D.Crystal writes about it: "If the Internet is a revolution, then it should be considered to be a linguistic revolution"<sup>20</sup>.

The second chapter of the research is titled "**The components of the New Media discourse**". In modern times, it is observed that

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<sup>16</sup> The same, p.226.

<sup>17</sup> Adams, L., Churchill E. et al. Distributed research teams: meeting asynchronously in virtual space // – England: New press, Journal of Computer-mediated communication, – 1999. No 4 (4), – p.6-35.

<sup>18</sup> Berners-Lee, T. Weaving the Web. / T.Berners-Lee. – London: Orion Business Books, – 1999. – p. 11.

<sup>19</sup> The same, p.45.

<sup>20</sup> Crystal, D. Language and the Internet. 2nd edition. / D.Crystal. – Cambridge: Cambridge University Press, – 2006. – p.12.

the means of information transmission are increasing. The abundance of information means is also interesting in terms of the use of the language in which they are used. At present, “radio language”, “television language”, “newspaper language”, “book language”, etc. are known as means of information transmission that is often heard nowadays. The use of such terms arises from today’s demand. Among these terms, the term “new media discourse” has recently started to be used. Media discourse includes conversations relating to mass media<sup>21</sup>.

In recent years, the language of mass media that includes notions such as television language, radio language has been widely studied. The term “new media” has been included among them. The study of this term as a type of discourse attracts linguists’ attention. The term new media now covers a wide range of emerging technology and communication media. Since the 1980s, the rapid development in technology has led to media communication. C.Jewitt writes: “*Old technology is noticed to crowd out new technology, which makes it necessary to introduce a new media discourse*”<sup>22</sup>.

The term “new media” can also include techno-cultural practices. This practice involves a system in which some computer operations are observed. M.Lister writes: “*The term new media does not mean pure technique and formal “digital” or electronic media. It stands for “interactive media” or “computer-mediated communication,” which has a single, ill-defined and controversial quality*”<sup>23</sup>. Then, the term “new media” shows its specificity. The term can be considered to be effective to reflect some fundamental changes in modern communicative practice. New media texts and discourses include *computer games, text messages on mobile phones, interactive television games, screen-based technologies*, etc. A lot of computer

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<sup>21</sup> Kazak, M.Yu. Media text as an open type of text // – Flint: Science, Language of modern journalism, – 2007. – p.7-12.

<sup>22</sup> Jewitt, C. The move from page to screen: the multimodal reshaping of school English. // – London: Longman, Visual Communication, – 2002. No 1 (2), – p.171-195.

<sup>23</sup> Lister, M. New Media: A Critical Introduction. / M.Lister, J.Dovey, S.Giddings [et all.] – London: Routledge, – 2003. – p. 35.

usages that young people, teenagers are engaged in may be added into this list.

Among active people, language can be expressed in pragmatic habits. The example of using a pragmatic particle can be analyzed. For example, the term “slash”. The meaning of this term in English is: “to cut with a sharp blade using a quick, strong movement”. It means “to cut, to chop” in Azerbaijani. Now let’s analyze its meaning in the given sentence: /We’re going to have a party-slash-networking session// It is necessary to mention that the term “slash” has a different meaning in “txting”. The very term in the txting describes the changing of assembly, form, and the subject, etc. The example:

*Sally: “So, I need to find people to chill with”.*

*Jake: “Haha” – you could write a dissertation about “Haha” too, but we don't have time for that — “Haha so you're going by yourself? Why?”*

*Sally: “For this summer program at NYU.”*

*Jake: “Haha. Slash I'm watching this video with suns players trying to shoot with one eye”.<sup>24</sup>*

The translation of it in Azerbaijani:

*“Səli: “Beləliklə, mənim yaxşı yola gedəcəyim insanlar tapmağım lazımdır”.*

*Ceyk: “Haha” – sən “haha” haqqında dissertasiya da yazıb bilərdin. Lakin bizim buna vaxtımız yoxdur. “Haha” yəni sən tək gedirsən? Nə üçün?”*

*Səli: “Bu yay proqramı üçün Nyu York Universitetində tək qalacağam”.*

*Ceyk: “Haha. Zibil. Mən bu videonu (mənzərəni) tək zərbə ilə vurmağa hazırlaşan günəş oyunçularını izləyirəm”.*

As it is seen, during the topic change, the term /slash/ was used in the meaning of “garbage” (in the meaning of /invective/). This is considered to be a media discourse marker used in speech and writing.

The message of “txting” is meant to be a way for young people to keep pace and balance though not consciously. It sounds like their

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<sup>24</sup> <http://www.textingmessages.com>

linguistic output. Some linguists do not hesitate to call it a “new language”<sup>25</sup>.

Now let’s set up a context of our own:

*“That’s a pity! Maybe cld meet for few hrs tomo?”*

The translate of it in Azerbaijani:

*“Təəssüf! Ola bilsin ki, sabah bir neçə saat üçün görüşə bilərik”.*

In this example, the abbreviations “cld” (could) and “hrs” (hours) and “tomo” (tomorrow) are used as discourse markers in everyday speech.

The other example:

*“thank you for comin me too i had been invited out but said no coz u were cumin and u said we would do something on the sat now i have nothing to do all weekend i am a billy no mates i really hate being single” (the message that the woman writes to her 18-year-old sister)*<sup>26</sup>.

The translation of it in Azerbaijan:

*“Məni də dəvət etdiyini üçün sağ ol. Mən gəzintiyə dəvət olunmuşdum, lakin qəbul etmədim, çünki sən gəlirdin və dedin ki, oturub söhbət edərik. Mənim də bütün həftə görəcəyim bir iş yoxdur və yoldaşa ehtiyacım var idi. Mən, həqiqətən, tək qalmağa nifrət edirəm.”*

As it is observed, a large number of abbreviations have been used in the text of this message. In the text of the message, the tone of the 18-year-old youth is seen to be anxious and angry. He reflects this by repeating the letters several times. There are no capital letters in the message. Also, the homophone ‘u’ is used a lot, which means that the speaker is focusing on his/her speech, not editing it. The sincerity of the speaker can be observed from the message. It is necessary to pay attention to the syntax of the text as well. The sentences in this message are arranged in a consistent and correct order. In the message, as in all figurative writings much emotion is possible to be noticed. The other example:

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<sup>25</sup> Street, B. The implications of the new literacy studies for education. // – New York: Harcourt, English in Education, – 1997. No 31 (3), – p.4-59

<sup>26</sup> <http://www.textingmessages.com>

“– Hey fella. Did you hav a gd day wiv the kids? Was a nice day to go to woods. Giv us a ring sometime 😊). (A message written by a 30-year-old woman)<sup>27</sup>.

The translation of it in Azerbaijan:

“Ey gənc. Sən uşaqlarla yaxşı vaxt keçirtdin? Meşəyə getmək üçün yaxşı gün, həə? Arada imkan olanda biza zəng et 😊”.

In this example, the abbreviated form of the words is used to create a deliberate imbalance. The message is written in the form of a postcard. The “fella” custom and the kiss emoji at the end reflect the sincerity between the participants. The following ellipsis has been used in the sentence: “Was a nice day to go to woods”. The pronoun /It/ is dropped and the article /the/ is not used before the word /woods/. This causes the message to appear more like written text than spoken.

New media discourse is considered to be one of the new mass media, different from the types of discourse and texts used in other fields of communication. The meaning of new media discourse is highly dependent on the recipient. The receiver’s background knowledge leads to correct perception of implicit and explicit information. A recipient of new media discourse may perceive information differently. It may arise depending on his/her age, experience, ability to use language tools, psychological state and some other factors.

The mental activity of a person may be observed differently. It does not make any difference whether a person was born healthy or not. In science, there is a term titled “idiot savants”. Some people, that is, people with high intelligence, are named this way. This is because even if they stand out with their high talents in any field, they cannot show high ability and talent in any other fields. There possible to observe so many examples in history. Based on research conducted on children, it has been determined that some children have the ability to communicate properly.

No matter what activity a person performs, the performance of each action is performed through communication. Communication is the basis of all activities. All living beings have the ability to

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<sup>27</sup> <http://www.textingmessages.com>



communicate. Human communication is different from that of other living beings. Human communication is observed by verbal, non-verbal or linguistic and non-linguistic signs. Currently, the communication performed through the Internet, which is the basis of the activities of modern people, is considered to be more real. One of the basic means of Internet communication is the writing and transmission of text messages<sup>28</sup>. People prefer abbreviated forms of words or letters when writing message texts in order to save some time. Sometimes, as an easier tool, it is possible to come across cases of using numbers instead of letters, or in the sense of not repeating two identical letters. In addition to English, short text messages are now widely used in other languages as well. It is true that researches show that there are many cases of short letters, combinations of letters, numbers, etc. borrowed from English in other languages, but nevertheless, there are already other languages, for example, Chinese, Japanese, Spanish, French, German, Portuguese and others that is, shorter and more meaningful forms of messaging texts are found in the languages. It is necessary to mention that we have analyzed and compared the abbreviated message words taken from these languages from the websites related to the message texts of those languages (all sources are indicated in the reference list – N.Imanova) and modern linguistics books.

Let's consider the modern writing forms of message texts in some languages. In Czech, there are letters /č, ě, š, ž/. Observations show that these diacritics are always omitted in message texts. They are usually written as /c, e, s, z/. The context is set in such a way that there is no confusion. A similar situation can be observed in Portuguese. For example, /áo/ in the word /entáo/ (then) is replaced by the letter "m" in this language, i.e. /entaum/. And the word /náo/ is replaced by the word /naum/ (not – habit of negation).

D. Crystal writes that if we examine most of the languages that exist in the world, we will come to the conclusion that the language system used in messaging is expressed in different ways in terms of accepting technology. It is interesting how users of languages using

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<sup>28</sup> Johansson, S. Times change, and so do corpora. / In Aijmer and Altenberg (eds.) / S.Johansson. – Oxford: Oxford University Press, – 1991. – p.305

non-Roman writing systems use the keyboard to demonstrate their linguistic individuality. For example, how is this in Ethiopian. The writing system of this language has 345 characters. In Arabic texts, numbers are used to replace letters that are not used in the Roman alphabet. For example, the number 2 is used in Arabic to indicate larynx consonants. In Arabic, the word /insha'llah/ (“God willing”) is written as /insha2llah/. In some cases, this word is shortened to /isa/<sup>29</sup>.

In the languages of the world, there are words that are distinguished by their length. These variants are mainly observed in agglutinative languages, as these languages are known for their rich suffixes<sup>30</sup>. Among the words that are used in English in daily use, those observed by their length are not so many. But in Malayalam, one of the languages spoken in India, one out of every ten words used is considered to be a long word. In the Inuit (Eskimo) language, one out of every fourteen words is known to be wide. Each of these languages has hundreds of suffixes. It is considered to be possible to omit vowels in abbreviations during messaging, for example, but this is not considered a way out. Transferring too many words can lead to a loss of meaning. An increase in the tendency to use abbreviations during messaging is already observed in many languages. As texting culture evolves with a particular language, new acronym variations begin to emerge. For example, in Tagalog (Philippines), repeated syllables are used to form the verb form.

In many languages, abbreviations are used in the same way as in English. /Lol/ abbreviation for “laughing out loud” can be found in text messages of many languages. For example, we reviewed several message texts in the Azerbaijani language. In the message written by the English teacher, we read:

Gunay: Hi. How are you? Did you here about the problem yes? (yesterday). Did you laugh a lot?

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<sup>29</sup> Crystal, D. Txtng. / D.Crystal. – Oxford: Oxford University Press, – 2008. – p.124

<sup>30</sup> Erica Yuan-Ting, H. Mobile phone keypad design for last Chinese text entry by phonetic spelling”. // – Cambridge: Cambridge University Press, Behaviour and Information Technology, –2007. No 26 (2), – p.4

Aziza: Lol☺☺☺ (ezizemahir@yahoo.com)

We see the sincere correspondence between the two friends. Both speak English and are aware of abbreviated message forms. So, the purpose of Aziza's writing the abbreviation /lol/ followed by the laughing emoji three times is an indication that she is really laughing a lot.

It is believed that e-mail messages of people who know each other are different from official messages. Correspondence of people who know each other is simpler and more concise. The person replying to the message perceives the received message as the second part of a mutual face-to-face relationship, in which case the greeting is not considered appropriate. Let's consider a text in the e-mail of a young Azerbaijani:

The received message: – Nahida, will 10:00 OK for the meeting? (Nahidə, görüş üçün saat 10:00 münasibdirmi?)

The answer message: – Fine. (Əla)

In our opinion, responses containing the following cannot be considered to be appropriate:

The answer message: – Nahida, fine. (Nahidə, əla)

Or:

The answer message: – Dear Nahida, fine. (Əziz Nahidə, əla) ([arzueliyeva@yahoo.com](mailto:arzueliyeva@yahoo.com)).

Such responses create an inappropriate style between two people who know each other, and this is not how we correspond with people we know.

The third chapter of the dissertation is titled “**Structural and semantic features of virtual identity in media discourse**”. For communication to occur, including virtual communication, there must be some information. Realization of virtual communication is carried out through language in written and oral form. Any linguistic units – sentence, text, discourse (written and spoken), non-linguistic devices such as graphemes, grapheme combinations, prosodic devices such as syllable stress, intonation, pause, etc. can be considered to be a virtual information carrier. Participants of virtual communication must use one of these tools to make the

communication two-way in the communication process<sup>31</sup>. It is necessary to pay attention to meaning and content in the communication that takes place. A word is considered to be a small meaning unit. During virtual communication, a single word, a single sign can create such an idea<sup>32</sup>. For example, let's observe the dialogue that takes place over the phone.

A: I love you very much? And you?

B:  .

The first hand sign /I love you too// and the two hearts joining emoji mean “our love is mutual”. The intent of the sender is clear. The main purpose of this type of information exchange is the form of information transfer. The use of such symbols, emojis, and emotional signs in the opposing types of new media discourse can make a complete impression. By simply increasing the number of symbols used, meaning and content can be made more complete.

D.Crystal writes that when the virtual identity is expressed by explicit means in the new media discourse, familiarity with the age and topic or context plays an important role in differentiating the styles of the message texts<sup>33</sup>. Especially in e-mail message texts, different application forms can be observed depending on the age of the applicant and the closeness with the person addressed. For example, we can address any professor as “Revered Professor” depending on his age. In many cases, the emotional cues used by young people in text messages are ridiculed by relatively older people and are usually considered “childish” things<sup>34</sup>. Any number of abbreviations are used in messages written by young Americans, accounting for about 20 percent of messages. In Norwegian text messages, this percentage is lower, with abbreviations used in about

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<sup>31</sup> Catalina, B. *The Semiotics of Visual Languages*. / B.Catalina. – New York: Columbia University Press, – 2002. – p. 155.

<sup>32</sup> Saint-Martin, F. *Semiotics of Visual Language*. / F.Saint-Martin. – Bloomington: Indiana University Press, – 1991. – p.55.

<sup>33</sup> Crystal, D. *Language and the Internet*. 2nd edition. / D.Crystal. – Cambridge: Cambridge University Press, – 2006. – p.156.

<sup>34</sup> Danesi, M. *The Semiotics of Emoji*. / M.Danesi. – London: Bloomsbury Academic Publishing Plc., – 2017. – p.22.

six percent of text messages<sup>35</sup>. The use of characters other than /X and /! is almost never found. The use of emotional signs during the explicit expression of the virtual identity in the new media discourse is known to be unusual<sup>36</sup>. We observe that Azerbaijanis (Azerbaijani who speak English well) also use the following abbreviations in English: /u/ “you”, /brb/ “be right back” and /gr8/ “big” ( great) (salimaliyev@\_gmail.com; [anarmusayev@yahoo.com](mailto:anarmusayev@yahoo.com)).

The explicit expression of virtual identity in the new media discourse is widely observed in media journalism. One way to engage the public is to collect written emoticons and symbols in dictionaries or collections. The goal here is to make signs and symbols understandable for people and to make people familiar with the “new and clear language”. We can use I. Andy’s “Cyberspeak” online dictionary as an example<sup>37</sup>. In addition, we can give an example of the booklet “The Byte-Sized Guide to E:mail” produced by the United Kingdom telecommunications in the 1990s<sup>38</sup>. Sometimes it happens that the reading of written message texts is difficult for those who do not know the abbreviation of those words. For example, a teacher who does not know the meaning of abbreviations, signs and symbols used in one of the schools in England did not understand the written text<sup>39</sup>. The implicit expression of virtual identity can be observed in many initials<sup>40</sup>.

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<sup>35</sup> Ylve, Hard af Segerstad. Use and adaptations of written language to the conditions of computer-mediated communication: /PhD Dept of Linguistics / – Göteborg: Göteborg University Press, 2002. – p. 20.

<sup>36</sup> Ling, R. Mobile Communications: Renegotiation of the Social Sphere. / R.Ling, P.Pederson (eds.). – London: Springer, – 2005. – p.335.

<sup>37</sup> Andy, I. Cyberspeak: An Online Dictionary. / I.Andy. – New York: Random House, – 1997. – p.18.

<sup>38</sup> [www.byte-sized-guide.com](http://www.byte-sized-guide.com)

<sup>39</sup> Arnheim, R. Visual Thinking. / R.Arnheim. – Berkeley: University of California Press, – 1969. – p.25.

Michele, H.J. Assessing the structure of communication on the World Wide Web. // – England: Walter de Gruyter, Journal of Computer-Mediated Communication, – 1997. No 3 (1), – p. 10.

<sup>40</sup> Michele, H.J. Assessing the structure of communication on the World Wide Web. // – England: Walter de Gruyter, Journal of Computer-Mediated Communication, – 1997. No 3 (1), – p. 10.

There are many initials that can only be used in specific contexts. For example, /VGG/ “very good condition” found in ancient writings, /LBW/ “leg before wicket” in cricket games, /ERA/ “earned average before runs in baseball games” (earned run average), “C/O” “care of”, “H&C” “hot and cold”, /APR/ “annual interest rate” (annual percentage rate), /NNE/ “in geography” – north-north-east ‘north-north-east’), etc<sup>41</sup>. N. Elizabeth writes in the “Oxford Dictionary of New Words” that some initials with an implicit form have been forgotten to be abbreviations, they are used not only in message texts, but also in daily correspondence. For example, /CD/ (Compact Disc), /DVD/ (Digital Versatile Disc), /AIDS/ (acquired immune deficiency syndrome), laser (light amplification), etc<sup>42</sup>. L. Steve and C.Lee. Giles write that there are also initials that reflect some of the implicit means in the game<sup>43</sup>. For example, /t’ing/ “talking”. During this game, people try to outdo each other by speaking with initials.

The Second Patriotic War, which lasted 44 days in the morning of September 27, 2020, the Armenian Armed Forces committed a large-scale sabotage and fired intensively at the positions and residential areas of the Azerbaijani army located on the front line from large-caliber weapons, mortars and artillery of various calibers to prevent the combat activity of the Armenian army, in order to ensure the safety of the civilian population, it was decided by the command of the Azerbaijani army to start a quick counter-attack operation of the troops along the entire front. Clashes flared up quickly in a short time and turned into the Second Karabakh War. It (conflict) started in the morning of September 27, 2020, along the contact line established after the First Karabakh War. After it, the martial law and general mobilization in Armenia, and martial law, curfew and partial mobilization in Azerbaijan were decaled. Thirty years of occupation and injustice ended in 44 days. The second Karabakh war was not merely observed on the front. Every citizen of

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<sup>41</sup> Elizabeth, K. The Oxford dictionary of new words. / K.Elizabeth. – Oxford: Oxford University Press, – 1997. – p.256.

<sup>42</sup> The same, p.257.

<sup>43</sup> Steve, L. and Giles C.Lee. Accessibility of information on the Web. // – New York: Harcourt, – 1999. Nature 400 (6740), – p.108.

Azerbaijan did more than he/she could for the war on the back front. During the war, they (the people of Azerbaijan in the back front) acted as intellectual soldiers of the society and supported the front line. At that time, the virtual communication was in the foreground. Internet communication already left mass media behind in terms of activity and efficiency. The citizens of Azerbaijan used social networks widely during that war. The victorious Commander-in-Chief Ilham Aliyev announced his appeal to the people from his own net accounts, especially from his official Twitter page. Mainly, information about the lands freed from occupation and what was happening on the front line was actively reported to the people from the president's personal Twitter account. The assistant to the President of the Republic of Azerbaijan - Head of the Department of Foreign Policy Affairs of the Administration of the President of the Republic of Azerbaijan, former head of the Press Service of the Ministry of Foreign Affairs of the Republic of Azerbaijan, Hikmat Hajiyev, as one of the active users of the social network, shared the necessary information about the front to the people from his Twitter account.

We read from the Twitter account of the Commander-in-Chief: *"The war is over. Nagorno Karabakh conflict already belongs to history. We have accomplished our historical mission. New opportunities have emerged today. Transportation options are among the primary opportunities."*<sup>44</sup>

Now we'd like to introduce the information that was written in Hikmet Hajiyev's Twitter account: *"Panoramic view of completely destroyed Jabrayil city of Azerbaijan. Graves were vandalized and even bones were taken out during 30 years of occupation? How Armenia dares to speak about civilization or cultural values after such barbaric behavior?"*<sup>45</sup>

While performing this research work dedicated to the research of sources related to virtual identity and its expression in the new media discourse, a large number of scientific-theoretical literature

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<sup>44</sup> <https://www.azerbaijan-news.az/posts/detail/muharibe-qurtarib-dagliq-qarabag-munaqisesi-tarixde-qalib-ozu-de-hemiselik-1632520493>

<sup>45</sup> <https://modern.az/news/276921/>

and opinions of scientists were reviewed and the following **Conclusion** have been obtained:

1. A number of linguistic sources have been investigated regarding Internet linguistics. Our conclusion regarding the use of the term “Internet linguistics” is that the term has the ability to cover all issues related to the unity of language and the Internet. In 1990, “computer-mediated” communication appeared and developed rapidly. The association of language and communication, where language and communication work together, can be studied in internet linguistics.

2. Internet linguistics can include all linguistics tools related to language and network. Internet linguistics is the study of language on the Internet or Internet language learning. This linguistics is still in its beginning, and its developing rapidly. Internet syntax, Internet morphology, phonology, graphology, multimedia, semiotics, semantics, discourse, etc. must be studied thoroughly. Internet language strikes a balance between Internet communication and its impact on people. The Internet has its own language of communication: the language of messages, the language of twitter, the language of emails, the language of Facebook communication, the language of emojis, etc. Each of these tools has its own writing and usage forms. They have already become a part of our lives, and we cannot stay away from them.

Today, the main tasks of Internet linguistics can be defined as following:

a) selection of large text messages collected in chats, forums, service areas are based not only on English but also on the basis of other languages and development of analysis criteria;

b) the second task of internet linguistics is its anonymity. It should be noted that the systematization and explanation of the occasional factors related to the motivation and conditionality of language usage is quite complicated. Age, gender, social and ethnic affiliation should be taken into account in the analysis. It should be based on the information posted by users on the network under conditions of complete anonymity;



c) in the study of the activity of the language in the electronic environment, not only the new possibilities of the language, but also retrospective analysis, the knowledge obtained from the written and oral forms of the language should be interpreted;

d) studying the internet language by aspects, it is necessary to distinguish the following points: features of metaphors in internet linguistics, lexicological features of internet linguistics, languages of communication on the internet, different types of jargons and slangs, phonetic and phonological features of communication on the internet, semiotic features of communication on the internet, internet media and internet literature language, word-editing features of internet discourse, internet lexicography, intercultural internet communication, etc.

3. The Internet is considered to be the most modern mass media spread among media discourses. This medium is rapidly crowding out other mass media means. The linguistic importance of the semantic and pragmatic study of the new media discourse is observed in the interpretation of the meanings of the Internet texts and in the formation of the different types of communication. The widespread usage of Internet language is more clearly visible in different Internet texts such as e-mail, twitter, blogging, etc.

4. New media discourse is defined as one of the types of communication in the digital world, and group correlation, publicism, individual orientation, mass orientation are its components. Text messages, e-mails, emojis have their own communication styles in different languages. Modern text messages are concise, full of abbreviations, initials, and emojis. Emails also have their own language. E-mails should be written according to the programs that are pre-defined by the network. The main text part of the message is written and sent depending on the wishes of a person. In e-mail texts, compactness, abbreviations, and the usage of emojis are meant to be preferred. At the moment, emojis, or “funny little symbols”, “signs with different facial expressions” dominate the masses. For this reason, July 17 is celebrated as “The Day of World Emojis”. Three phatic functions of emojis have been distinguished: a) opening the conversation; b) ending the conversation; c) breaking

the silence. Emojis can be substituted for graphic punctuation in written communication; they can visually emphasize any expressions in a language.

5. The Internet is a multi-layered semiotic system, the language is meant to be one of these layers. Currently, internetology, a new field of science, has been formed in the development of a unified methodology and system of terms. Internet linguistics is defined as a new field of linguistics that deals with the study of the features of natural human language activity in the global internet space, the linguistic behavior of virtual language personality during natural language communication in the electronic environment.

6. Implicit expression of virtual identity in different languages is stated to be possible. Several different ways of writing texts to represent virtual identity in different languages have been identified. Many of these pathways are observed in Internet connections. Pictograms and logograms are considered to be implicit means of showing virtual identity in different languages. It is observed that initials are the second tool that is used in message texts. Omitting letters in message texts is just as convenient as initials.

7. The explicit expression of the virtual identity in the new media discourse is observed in language units such as words, sentences, sayings, texts, discourses. The implicit expression of virtual identity in the new media discourse is used in abbreviated message texts through abbreviations, initials, emojis, and some other different facial expressions.

**The main provisions of the dissertation are reflected in the following published articles and theses of the author:**

1. Virtual kimlik və diskurs // – Bakı, Elmi xəbərlər, Azərbaycan Dillər Universiteti, – 2015. – s.187-193.
2. Yeni Media Diskursu // – Bakı, Gənc Tədqiqatçıların IV Beynəlxalq Elmi Konfransı, Qafqaz universiteti. – 2016. – s.1288-1290.

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26. Media və Diskurs // Bakı, İpək yolu jurnalı, – 2024. №2

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