



LINGUISTIC IDENTITY OF SOCIAL MEDIA USERS

Sherzod Rabbimkulovich Yuldashev

*Kattakurgan state pedagogical institute, EFL assistant teacher,
syuldashev648@gmail.com*

Abstract

This study explores the linguistic characteristics of communication among social network users from a pragmatic perspective. Particular attention is given to the relationship between communicative intentions, speech behavior, and the linguistic personality of participants in online interaction.

Keywords: *speech production, communicative intention, speech acts, communicator, information exchange, addressee.*

Introduction

The present research focuses on the speech productions generated by social media users and the mechanisms through which communicators achieve their communicative objectives. Since communicative behavior is closely associated with individual personality traits, it is essential to examine the concept of linguistic personality within the context of virtual communication. In this regard, the study analyzes the linguistic personalities of both media figures who publish original content and users who respond to these publications through comments and reactions.

The concept of linguistic personality is multidimensional and interdisciplinary, attracting attention from linguistics, psychology, sociology, and cultural studies. One of the pioneering scholars in this field, Yu. N. Karaulov, investigated the phenomenon of the national linguistic personality. He defined linguistic personality as a complex set of human abilities and characteristics that determine the production and perception of speech texts, differing in their structural complexity, degree of reality representation, and communicative orientation.

Methodology

From a sociolinguistic perspective, linguistic personalities are often categorized according to factors such as gender, age, educational background, and professional affiliation. Psycholinguistic studies, in contrast, emphasize communicative behavior, conflict propensity, self-reflective tendencies, and other psychological dimensions that shape interaction. These personal characteristics inevitably influence an individual's communicative conduct.

Within linguocultural research, scholars distinguish various ethnocultural personality types characterized by specific verbal and non-verbal features as well as shared value systems. Linguistically, the concept is examined through an individual's relationship to language and linguistic practices. Since this research investigates communication within digital environments, special attention must be paid to the notion of the virtual linguistic personality.





Although interpretations of this concept vary, the present study adopts the view that a virtual linguistic personality represents a combination of the real individual and the image constructed through online self-presentation. In such circumstances, the boundaries between authentic and projected identities become blurred. This characteristic is particularly relevant when describing the collective linguistic personality of social network commentators.

Research Findings

An important aspect of analyzing media figures involves identifying their linguistic-cultural type, as this factor influences both the discursiveness and conflict potential of their communication. Following T. V. Kochetkova's classification, public figures may be divided into several categories, including elite, middle-literary, and literary-colloquial linguistic personalities.

However, due to the relatively unrestricted nature of social media communication and the frequent departure from conventional linguistic norms, the concept of linguistic elitism becomes less distinct in virtual environments. Most media personalities examined in this study can be classified as representatives of the middle-literary type. Their discourse is generally limited to everyday communication and professional journalism rather than encompassing the full range of functional language styles. Their speech productions also contain deviations from established linguistic norms, including pronunciation, grammatical, punctuation, and stylistic inaccuracies.

The speech behavior of middle-literary linguistic personalities is further characterized by the incorporation of foreign lexical items, colloquial expressions, slang, and, in some cases, taboo vocabulary. Such linguistic choices contribute to the informal and emotionally charged nature of social media discourse.

The cognitive dimension of the commentator's linguistic personality demonstrates a predominantly personal orientation. In online interaction, the expression of emotions often takes precedence over the transmission of objective information. This tendency explains the frequent use of emojis, interjections, expressive vocabulary, irony, sarcasm, and creative linguistic constructions in user comments.

Discussion

Commentators typically employ lexical units carrying evaluative and often negative connotations, which aligns their linguistic behavior with the colloquial type of communication. Their creativity is also reflected in the production of ambiguous, ironic, and multi-layered statements that invite diverse interpretations.

A notable feature of social network communication is the active use of precedent phenomena derived from popular culture. Users frequently reference films, television programs, memes, jokes, and well-known public figures to reinforce their viewpoints or create humorous effects. The repertoire of such references generally reflects elements of mass culture and occasionally low culture, forming an essential component of the commentator's conceptual sphere.





The pragmatic dimension of linguistic personality includes communicative motives, goals, strategies, and tactics. To understand the motivations of commentators, it is necessary to examine the emotions, beliefs, and values underlying their communicative behavior. Since the present study focuses on non-professional communication, users primarily engage in commenting activities for personal reasons. Individuals are motivated to react when a publication evokes emotional responses or touches upon values they either support or reject.

Conclusion

Consequently, an analysis of the value-based, cognitive, and behavioral dimensions of both content creators and commentators demonstrates that the interaction of these components determines the selection of communicative strategies and tactics employed in social network discourse. The following sections therefore examine in greater detail the communicative strategies, tactical moves, and linguistic mechanisms through which participants achieve their communicative objectives in online commenting practices.

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