

different speakers.

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LANGUAGE VARIATION IN ONLINE COMMUNICATION: HISTORY AND MODERNITY

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Abstract. *Language variation in online communication is a multifaceted phenomenon influenced by factors such as cultural backgrounds, social contexts, and technological affordances. This article explores the diverse forms of language variation in online communication, including linguistic features, discourse strategies, and socio-pragmatic norms. Through a comprehensive review of existing literature, this study aims to provide insights into the dynamic nature of language use in digital environments and its implications for communication practices.*

Keywords. *Language variation, online communication, digital discourse, linguistic features, socio-pragmatic norms.*

The history of language variation in online communication is fascinating. It began with early internet chatrooms and forums in the 1990s, where users developed shorthand and acronyms for quicker communication. Over time, this evolved into internet slang and memes, reflecting the cultural and linguistic diversity of online communities. Today, platforms like social media and messaging apps have further influenced language variation, with emojis, GIFs, and hashtags becoming integral parts of online communication. Additionally, the rise of mobile communication has led to even more concise and informal language, such as text speak and emojis, to convey complex ideas in a short format. Overall, online communication continues to evolve, blending elements of history and modernity to create unique linguistic landscapes.

In modern online communication, language variation is not only influenced by technological advancements but also by social dynamics and cultural shifts. With the globalization of the internet, users from diverse linguistic backgrounds interact, leading to the emergence of hybrid languages like Spanglish or Hinglish. Moreover, the internet has enabled the rapid spread of linguistic innovations, such as slang terms and neologisms, which can quickly become mainstream through viral content and memes.

Furthermore, the rise of social media platforms has democratized language usage, allowing individuals to contribute to language change and variation more easily. Linguistic features like hashtags, retweets, and likes serve as markers of linguistic identity and community belonging, shaping how people express themselves online. However, this linguistic diversity also presents challenges, such as understanding and interpreting unfamiliar dialects or slang, especially for non-native speakers or older generations.

Overall, the history and modernity of language variation in online communication highlight the dynamic nature of language evolution and its intersection with technology, culture, and social interaction.

The advent of the internet and digital technologies has revolutionized the way people communicate, leading to a proliferation of diverse linguistic practices

in online environments. From social media platforms to online forums and messaging apps, individuals engage in a wide range of communicative activities, each characterized by its own unique language variations. This introduction sets the stage for exploring the complexities of language variation in online communication and highlights the significance of understanding these phenomena in contemporary society.

1. **Linguistic Features:** Online communication is characterized by a plethora of linguistic features, including abbreviations, acronyms, emoticons, and emoji. These features often serve communicative functions such as conveying emotions, signaling identity, and facilitating efficient message transmission.

2. **Discourse Strategies:** Participants in online communication employ various discourse strategies to negotiate meaning and manage interactions. These strategies may involve code-switching, accommodation, and stylization, reflecting the dynamic nature of language use in digital contexts.

3. **Socio-Pragmatic Norms:** The use of language in online communication is governed by socio-pragmatic norms that shape communication practices within specific online communities. These norms dictate appropriate linguistic behaviors, politeness strategies, and interactional conventions, influencing how individuals express themselves and interpret messages online.

Language variation in online communication is a complex and dynamic phenomenon shaped by a myriad of factors. From linguistic features to discourse strategies and socio-pragmatic norms, the ways in which people communicate online reflect the diversity of human expression and interaction. As digital technologies continue to evolve, understanding language variation in online communication is essential for navigating the complexities of digital discourse and fostering effective communication in diverse online contexts.

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IN THE MODERN MULTILINGUAL AND BILINGUALITY SOCIETY

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Annotation. *Given the changes that have recently taken place in our society—such as the expansion of mass media, the heightened exchange of business and cultural relations, and the abundance of scientific and technical information—knowing at least one foreign language is imperative in the modern world.*

Keywords. *Bilingualism, multilingualism, native language, communication, society*

The existence of bilingual nations, the trend toward globalization, and the rise in the number of people who speak multiple languages simultaneously have all contributed to the reality of bilingualism in our day. Therefore, the phenomena known as bilingualism is of enormous importance from the standpoint of not only