

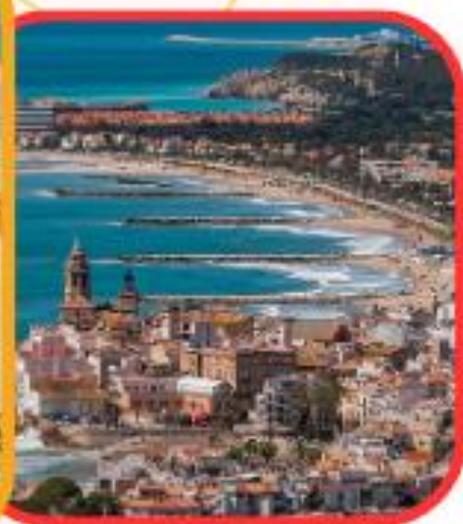


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LINGUISTIC FEATURES OF MODERN ONLINE COMMUNICATION**Orifjonova Dildora Davlatjon qizi**

Annotation. This article explores the linguistic features of modern online communication, focusing on the dynamic and evolving nature of digital discourse. It examines how linguistic practices such as abbreviations, emojis, hashtags, code-switching, and multimodal expressions have emerged in response to the unique affordances of digital platforms. Using a qualitative approach, the study analyzes data from popular social media platforms and messaging apps to identify patterns and interpret their social, cultural, and pragmatic functions. The findings highlight how digital communication prioritizes efficiency, expressivity, and creativity while reshaping traditional linguistic norms. The article contributes to the broader understanding of language change in the context of the digital age and emphasizes the role of social media in shaping contemporary communication practices.

Keywords: Modern online communication, linguistic features, digital discourse, abbreviations, emojis, hashtags, code-switching, multimodality, social media, language change, digital platforms, texting, linguistic innovation, internet language, online communities.

Аннотация. Эта статья исследует лингвистические особенности современного онлайн-общения, акцентируя внимание на динамичности и эволюции цифрового дискурса. Рассматриваются такие лингвистические явления, как аббревиатуры, эмодзи, хэштеги, код-свитчинг и мультимодальные выражения, которые появились в ответ на особенности цифровых платформ. Для исследования использован качественный метод, при котором анализируются данные с популярных социальных сетей и мессенджеров, выявляются языковые паттерны и их социальные, культурные и прагматические функции. Результаты показывают, что онлайн-общение приоритетно ориентируется на эффективность, выразительность и креативность, при этом трансформируя традиционные лингвистические нормы. Статья вносит вклад в понимание изменений в языке в контексте цифровой эпохи и подчеркивает роль социальных медиа в формировании современных коммуникационных практик.

Ключевые слова: Современное онлайн-общение, лингвистические особенности, цифровой дискурс, аббревиатуры, эмодзи, хэштеги, код-свитчинг, мультимодальность, социальные медиа, изменение языка, цифровые платформы, текстовые сообщения, языковые инновации, интернет-язык, онлайн-сообщества.

Introduction. Modern online communication has transformed how individuals create, interpret, and exchange linguistic messages. Digital platforms such as social networks, messaging apps, forums, and multimedia-

sharing sites have introduced novel modes of expression that blend spoken and written language. These environments foster rapid interaction, multimodality, and creativity, leading to the emergence of distinctive linguistic patterns. Users frequently employ abbreviations, emojis, hashtags, memes, and code-switching to convey nuanced meanings in compact formats. As the boundary between informal and formal communication continues to evolve, it is crucial to examine the linguistic features that characterize online discourse. Understanding these features not only provides insight into contemporary linguistic change but also helps researchers analyze how digital communication shapes cognitive, social, and cultural practices.

Literature Review. Scholarly interest in digital communication has expanded significantly over the past two decades. Early research by Crystal (2001) highlighted the hybrid nature of “Netspeak,” emphasizing that online discourse blends characteristics of spoken and written language. Subsequent studies have elaborated on this idea by investigating specific linguistic innovations. Baron (2008), for example, demonstrated that digital writing encourages spontaneity and informality, reducing adherence to traditional grammatical norms. Tagg (2015) further observed that text messaging and microblogging promote linguistic economy, leading to widespread use of abbreviations and compressed forms.

Studies on multimodality have also shown that visual elements play an increasingly important role in digital communication. Evans (2017) and Danesi (2016) examined how emojis and other pictographic symbols function as paralinguistic, expressing tone, emotion, and interpersonal stance. These visual signs often complement or replace textual cues, serving relational and pragmatic purposes.

Research on social media discourse indicates that platforms such as Twitter, Instagram, and TikTok foster unique linguistic practices shaped by platform affordances. Zappavigna (2012) highlighted hashtags as tools for indexing meaning and enabling social bonding, while Androutsopoulos (2014) analyzed code-switching in online communities as a marker of identity and group affiliation. Recent work on memes by Milner (2016) illustrates how humor, intertextuality, and remix culture influence online linguistic creativity. Collectively, the literature underscores that digital communication is dynamic, context-dependent, and deeply intertwined with technological and social developments.

Methodology. This study adopts a qualitative descriptive approach to analyze the linguistic features of modern online communication. Data were collected from publicly available posts on major digital platforms including Twitter, Instagram, Reddit, and WhatsApp group conversations. A purposive sampling strategy was employed to capture diverse instances of online discourse, focusing on interactions that illustrate prominent linguistic

features such as abbreviations, emojis, hashtags, and multimodal expressions. To ensure variety, the sample included posts from different age groups, cultural backgrounds, and communicative contexts.

Data were analyzed using thematic content analysis. First, posts were categorized according to linguistic features, such as lexical innovation, syntactic simplification, pragmatic markers, and multimodal elements. Then, each category was examined to interpret how users employ these features to express identity, emotion, or social intent. The analysis also considered platform-specific constraints like character limits and algorithmic visibility, which may influence linguistic choices. The methodology emphasizes naturalistic observation rather than experimental manipulation, aiming to capture authentic online communication patterns. Ethical considerations were addressed by anonymizing user data and excluding any private or sensitive content.

Results. The analysis revealed several dominant linguistic features across platforms. Abbreviations and shortened forms, such as “LOL,” “IDK,” and clipped words, appeared frequently, especially in fast-paced conversations. Emojis played a central role in expressing emotions, softening statements, or adding contextual nuance. Hashtags were found not only to categorize content but also to convey stance and humor. Code-switching occurred in multilingual communities as a tool for signaling group identity. Additionally, multimodal combinations—text paired with images, GIFs, and memes—enhanced narrative and expressive functions. The findings demonstrate that online communication favors efficiency, expressivity, and creativity.

Discussion. The results support existing literature asserting that online communication blends linguistic innovation with social function. The widespread use of abbreviations and emojis suggests that users prioritize speed and emotional clarity. These features compensate for the absence of vocal tone and facial expression, enabling participants to maintain interpersonal warmth and relational alignment. Hashtags and memes reflect a shift toward collective meaning-making, where users rely on shared cultural knowledge to construct messages. This intertextuality promotes community formation and reinforces online identities.

Moreover, platform constraints shape linguistic behavior. Twitter’s character limit encourages brevity and inventive expression, while image-oriented platforms like Instagram prompt more visually driven communication. The frequent occurrence of code-switching highlights the global and multicultural nature of digital spaces. Instead of diluting linguistic norms, online communication appears to expand linguistic repertoires and encourage creative experimentation. These findings emphasize that digital



environments act as laboratories for language change, where new forms develop rapidly through social interaction.

Conclusion. Modern online communication exhibits a rich array of linguistic features driven by technological affordances and social dynamics. Abbreviations, emojis, hashtags, and multimodal expressions demonstrate how users adapt language to meet communicative needs in digital spaces. These patterns reflect broader trends toward informality, efficiency, and creativity. The study reinforces the idea that online communication does not erode linguistic standards but fosters innovative forms of expression that complement traditional language use. Future research may explore cross-cultural variations, longitudinal changes, and the impact of emerging technologies such as AI-mediated communication. Understanding linguistic practices in digital contexts remains essential for comprehending contemporary language evolution.

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