Lexical Peculiarities of Dialogical Genres of Chat, Blog and Forum in British and Ukrainian Internet Space: a Comparative Aspect

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Abstract. The article is devoted to establishing the influence peculiarities in the British and Ukrainian virtual dialogical communication on the material of such genres as chats, blogs and forums. The isomorphic and allomorphic features of the use of lexicon in interlocutors’ behavior as a significant instrument of communicative influence are established and analyzed. The lexicon is compared according to the strata of elevated and low vocabulary of the present-day English and Ukrainian languages. The percentage of the words is presented in every genre of a dialogue in the comparative view and a general statistic conclusion is made on the basis of the data of the whole virtual format of communication.

Keywords: chat; blog; forum; dialogue; discourse; stylistic lexicon; influence.

Introduction
The topicality of the research is conditioned by the overall tendency of the modern anthropocentric linguistic studies to learn procedural and regulatory aspects of discourse activities that shape their final results, namely successful and unsuccessful communicative and object-oriented achievements of the interlocutors. The dialogue is the most ubiquitous form of speech communication. It is the basic sphere of a communicative language function realization. If it’s true to state that the language finds its real life only in the dialogue, then it’s fair to state that the dialogue is a part of that general communicative system that bears the name of the language.

In case a person is not satisfied with the conditions they exist in, they start a purposeful and willful initiation of a real or virtual social-verbal interaction producing an impact effect on the interlocutor to make them act. Impact presupposes different verbal means of realization, one of which is the vocabulary used. Their choice, no doubt, is intentionally and contextually predetermined. The aim of the paper to demonstrate the prototypical choice made by British and Ukrainian interlocutors in the genres of chat, blog, forum.

Review of Literature
The typological comparison of the lexical aspect of British and Ukrainian chats, blogs and forums has been done for the first time in this paper. This stipulates the novelty of the research. Though, it is worth mentioning that these genres have already been the object of the research by I. Pozhidaeva [6], I. Tonkyh (blog research) [7], N. Andrianova [1], O. Chrystinko (chat research) [8], S. Volohonsky [2], H. Mostsevenko (forum research) [4]. The material for the comparative research was taken in ethnic electronic resources of chats, blogs and forums, namely Allergy UK, Bestukforums, Free Uk Chat Rooms, Livejournal UK, Ukchatters Free Uk Chat, World of Chat and Українська правда, Блоги, Форум TopUa.net, Форуми Майдану, Чатинет, Чат Bizarre, Korrespondent, Politiko.

Research Methodology
The research has been carried out with the help of the general methods of induction, deduction as well as a contrastive analysis of the words of different stylistic layers followed by the statistical analysis aiming at clearing out the typical lexemes usage in a particular genre and the descriptive method in data interpretation.
Results and Discussion

While studying the genre of a chat, we found out the actual absence of the literary vocabulary; a small percentage of terms functions there: global warming inauguration, LAN, emittance and вайфей, протестити, інсінуація (0.9% in the British discourse and 0.8% in the Ukrainian one). Colloquial or vernacular vocabulary is used less in British chats (27.5% difference, cf. 38.7% vs. 79.1%): celeb, admin, mum, awww, yummy and укр. мульт, дурень, класно, тре(ба), ахала, гуглити, флудниця, ігнорити. The percentage of slangisms is higher in British discourse: dude, screw, fart, marky, scruffy and понти, вишкати, базарити, завісати (44.1% difference, cf. 56.6% vs. 12.5%). In spite of the fact of moderators’ control of swear words not to come into a chat-room, still they function there: crap, screw, piss, arseholes and вилупок, срати, падло, сука (3.8% difference, cf. 3.8% vs. 7.6%). This list also includes Ukrainian words that seemingly do not coincide in their form with swear ones though the form they transfer the idea or emotion is quite clear: пля, мля, тва (твар), підзати. Dialecticisms were found only in Ukrainian chats: файний, кримплі, йой, зора (2.9%). In general, the same saturation of ethnic words in the British discourse (2.9% difference, cf. 99.1% vs. 99.3%) vocabulary is observed. The genre distribution of the lexicon under study testifies to the higher degree of frequency of the stylistically coloured lexicon of British chats (5.7% difference, cf. 43.3% vs. 37.6%).

In its turn, the stylistically coloured lexicon of ethnic blogospheres can be characterized as following. The literary vocabulary is divided into terms: mustard gas, to decry, sarine и софт,czas, marky, scruffy and понти, вишкати, базарити, завісати (44.1% difference, cf. 56.6% vs. 12.5%). In spite of the fact of moderators’ control of swear words not to come into a chat-room, still they function there: crap, screw, piss, arseholes and вилупок, срати, падло, сука (3.8% difference, cf. 3.8% vs. 7.6%). This list also includes Ukrainian words that seemingly do not coincide in their form with swear ones though the form they transfer the idea or emotion is quite clear: пля, мля, тва (твар), підзати. Dialecticisms were found only in Ukrainian chats: файний, кримплі, йой, зора (2.9%). In general, the same saturation of ethnic words in the British discourse (2.9% difference, cf. 99.1% vs. 99.3%) vocabulary is observed. The genre distribution of the lexicon under study testifies to the higher degree of frequency of the stylistically coloured lexicon of British chats (5.7% difference, cf. 43.3% vs. 37.6%).

The analysis demonstrates functioning of swear lexemes that in the form of vulgarisms predominate in British forums (2.5% difference, cf. 9.9% vs. 7.4%): ass, to bomb the crap out, to make cock up, fan-bloody-tastic and срака, кровь, божий, дерьмо. Vernacular lexical units have been used less in Ukrainian forums (34% difference, cf. 52.9% vs. 18.9%): hassle, to drive nuts, porn, screw, cunt, дурненька, прикол, придуркувати, фуфло, хеппі и дурненька, прикол, придуркувати, фуфло, хеппі. The frequency of the literary vocabulary is divided into terms: mustard gas, to decry, sarine и софт, час, marky, scruffy and понти, вишкати, базарити, завісати (44.1% difference, cf. 56.6% vs. 12.5%). In spite of the fact of moderators’ control of swear words not to come into a chat-room, still they function there: crap, screw, piss, arseholes and вилупок, срати, падло, сука (3.8% difference, cf. 3.8% vs. 7.6%). This list also includes Ukrainian words that seemingly do not coincide in their form with swear ones though the form they transfer the idea or emotion is quite clear: пля, мля, тва (твар), підзати. Dialecticisms were found only in Ukrainian chats: файний, кримплі, йой, зора (2.9%). In general, the same saturation of ethnic words in the British discourse (2.9% difference, cf. 99.1% vs. 99.3%) vocabulary is observed. The genre distribution of the lexicon under study testifies to the higher degree of frequency of the stylistically coloured lexicon of British chats (5.7% difference, cf. 43.3% vs. 37.6%).

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Conclusion

The analysis of the national discourses of electronic communication shows that the proportions of the expressive vocabularies used in the British and Ukrainian ones are isometric (34.3% vs. 34.5%). However, the expressive means frequency is 19.2% higher in the Ukrainian dialogical discourse (40.4% vs. 59.6%). In both national dialogical discourses the parameters of elevated and vernacular words usage are allomorphic: while all speech genres of both national dialogical discourses use more vernacular units, elevated words predominate in the British dialogues (13.8% vs. 7.8%) and vernacular – in the Ukrainian (86.2% vs. 92.2%). The most prominent lexical strata are low colloquialisms, slang and terminology. An isomorphic feature is the absence of professional words in chats and forums, bookish words in blogs, as well as the distribution of terms in chats and dialectal units in blogs and forums. Allomorphic are the parameters of terms usage (4% advantage of the British discourse), literary words proper (1.3% advantage of the British discourse), colloquial (14.8% advantage of the Ukrainian discourse), slangisms (7% advantage of the British discourse), dialecticisms (14.8% advantage of the Ukrainian discourse), professionalisms (2% advantage of the British discourse) and vulgarisms (1.2% advantage of the British discourse).

References


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Лексичні особливості диалогічних жанрів чата, блога і форуму в британському і українському Інтернет-просторі: результати сопоставлення

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Анотація. Стаття посвячена изучению влияния в британской и украинской виртуальной диалогической коммуникации на примере таких жанров, как чат, блог и форум. Установлены и проанализированы изоморфные и алломорфные признаки использованного во взаимодействии лексикона, который является одним из инструментов коммуникативного влияния. Лексикон рассматривается на уровне возвышенного и сниженного стилистических регистров современных английского и украинского языков. В сравнении приведены процентные подсчеты лексических единиц, использованных в каждом жанре диалога, на основе чего сделан общий вывод об использовании лексики во всем виртуальном формате этнической коммуникации.

Ключевые слова: чат; блог; форум; дискурс; диалог; стилистический лексикон; влияние.

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