

LINGUISTIC ANALYSIS OF CODE-SWITCHING AND LANGUAGE VARIATION IN ONLINE COMMUNICATION PLATFORMS

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Annotation: Modern society is defined as information society, as this is associated with an increasing role of information and communication in the life of an individual. A significant part of communications today is moving into a new dimension - virtual reality. A change in the nature of communication associated with a change in the communication channel affects the specifics of the genres within which communication is carried out, as well as the speech behavior of communicants. In connection with the increasing trend of globalization and active migration of peoples, new language contacts are emerging, which in turn contribute to the expansion spheres of interaction of language codes. This article provides a linguistic analysis of code switching and language variation on online communication platforms.

Keywords: language contact, code switching, language variation, dialects, youth communication.

Аннотация: Современное общество определяется как информационное общество, так как это связано с возрастающей ролью информации и коммуникации в жизни личности. Значительная часть коммуникаций сегодня переходит в новое измерение – виртуальную реальность. Изменение характера общения, связанное с изменением канала общения, влияет на специфику жанров, в рамках которых осуществляется общение, а также на речевое поведение коммуникантов. В связи с усиливающейся тенденцией глобализации и активной миграцией народов возникают новые языковые контакты, которые, в свою очередь, способствуют расширению сфер взаимодействия языковых кодов. В этой статье представлен лингвистический анализ переключения кода и языковых вариаций на платформах онлайн-коммуникации.

Ключевые слова: языковой контакт, переключение кодов, языковая вариация, диалекты, молодежное общение.

Annotatsiya: Zamonaviy jamiyat axborot jamiyati sifatida ta'riflanadi, chunki bu axborot va aloqaning shaxs hayotidagi rolining ortishi bilan bog'liq. Bugungi kunda kommunikatsiyalarning muhim qismi yangi o'lchov - virtual haqiqatga o'tmoqda. Aloqa kanalining o'zgarishi bilan bog'liq bo'lgan aloqa tabiatining o'zgarishi muloqot amalga oshiriladigan janrlarning o'ziga xos xususiyatlariga, shuningdek, kommunikantlarning nutq xatti-harakatlariga ta'sir qiladi. Globallashuv tendentsiyasining kuchayishi va xalqlarning faol migratsiyasi munosabati bilan yangi til aloqalari paydo bo'ladi, bu esa o'z navbatida til kodlarining o'zaro ta'siri sohasini kengaytirishga yordam beradi. Ushbu maqola onlayn aloqa platformalarida kod almashinuvi va til o'zgarishining lingvistik tahlilini taqdim etadi.

Kalit so'zlar: til aloqasi, kod almashinuvi, til o'zgarishi, dialektlar, yoshlar muloqoti.

Introduction

The World Wide Web permits individuals from distinctive nations to communicate. The plausibility of intercultural communication on the Web impacts the development of a huge number of code switches in Web communications, but this marvel has not however been adequately examined. When communicating on the Web, clients endeavor to disentangle their messages as much as conceivable and at the same time concentrate as much data as conceivable in them. At the initial stage of the development of the global network, English remains the worldwide dialect of the Web. Its multiculturalism and globality on the Web are too emphasized by code exchanging.

Code exchanging is the utilize of units of one dialect (dialects) in an explanation (content, discussion) in another dialect. In our ponder, a comprehensive examination of the structure and pragmatics of code exchanging is related with the issues and highlights of the arrangement and working of this marvel in Web memes as one of the prevalent sorts of Web communication.

Research into code-switching has been ongoing for nearly forty years and amid this time it has created into an autonomous phonetic teach. This fact is evidenced by the increased interest in the issues of language contact.

There are etymological marvels that are indivisible from dialect contact and are closely related to it. Until the 60s of the XX century, all wonders of dialect contact watched within the discourse of bilinguals were considered “interference”. But as of now from the starting of the 70s, marvels related to the contact of frameworks started to be recognized:

obstructions, meeting, borrowing and following; marvels related with the exceptionally truth of utilizing two or more dialects:

code blending, code exchanging; marvels emerging as a result of contact of dialects: pidgins, creole dialects, dialects in a “transitional” state.

Within the final decade, the ponder of code exchanging has experienced a seriously handle of understanding the collected observational information and endeavors have been made to construct a bound together hypothesis. Unfortunately, the proposed approaches not only differ in relation to each other, but also utilize entirely different theoretical frameworks. Indeed, the scope of the term code-switching itself is deciphered in an unexpected way by different analysts, in spite of the fact that at a certain level there's a certain solidarity of understanding of code-switching as a kind of conceptual domain:

sub-code-switching in a wide sense alludes to the utilize of units having a place to diverse dialect frameworks by bilinguals.

The term 'code-switching' to describe the linguistic phenomenon first appeared in English linguistics in 1976, in spite of the fact that prior analysts paid consideration to this marvel. For example, R. Jakobson, who said that any dialect is diverse and could be a collection of distinctive codes, and discourse comprises of an indeed bigger number of codes, taking into consideration the reason, capacities of communication and the connections of speakers.

Since the 1920s, individual linguists began to consider and analyze code exchanging as a characteristic appearance of multilingualism. Be that as it may, as prove by the work of the 1960s, for very a long time they were treated as it were as an abnormal, imaginative utilize of dialect. Until the 60s of the XX century, all marvels of dialect contact watched within the discourse of bilinguals were considered “interference”. Afterward they started to be considered as a special phenomenon inside the system of the hypothesis of dialect contacts.

Results and discussion

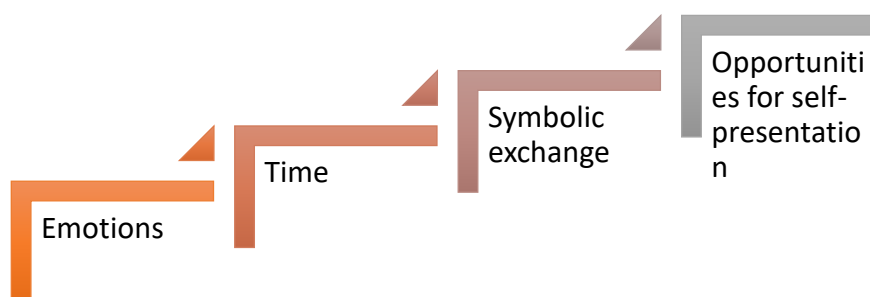
The pertinence of the ponder of code exchanging is always expanding, because it enters into diverse ranges of life, for illustration, into the Web environment. Modern shapes of appearance of dialect contacts grant rise to a huge number of code switches on the worldwide Web, where the boundaries between dialects ended up obscured, which somewhat contributes to the accomplishment of more total intercultural communication. The hypothesis of code exchanging is always advancing due to the expanding number of ponders conducted on the fabric of an assortment of dialect combinations, both bilingual and multilingual. Whereas there's no bound together approach to portraying code exchanging, the speculations of distinctive creators frequently negate each other, and analysts utilize diverse terms.

Before analyzing this problem, we will outline the key areas of Internet communication research, which in one way or another touch on issues of identity, construction and reproduction of virtual interpersonal relationships in social networks. Among them:

- analysis of network communication among college and university students;
- Internet community research;
- study of the language of Internet communication as an expression of new identity and new relationships;
- studying the concept of virtual identity and self-presentation;
- analytics of criticism of Internet communications as a tool for reducing authentic interpersonal communication.

In this study, we examine the concept of measuring the intensity of interpersonal connections by the level of costs and openness of code switching and language variations on online communication platforms in social networks. Let us note that the choice of virtual social interactions of modern youth as an object of monitoring is not accidental and is dictated not only by the convenience of accessibility of this type of respondents. Analysis of their network activity as the vanguard of the digital generation has long become one of the trends in the global tradition of studying the impact of social networks on social relationships. In the scientific literature, one can identify a whole area of research devoted to identifying the impact of social media on interpersonal relationships, educational and extracurricular activities of young people from different countries.

Many researchers, when analyzing strong interpersonal relationships that have undergone transformation in cyberspace as critically important communicative parameters, rely on the following factors:



In spite of, and maybe due to the reality that the communication that takes put on such communication stages has the nature of intervened communication, youthful individuals not as it were in Uzbekistan, but all through the world, not at all like agents of more seasoned eras, favor

composed communication to verbal communication. Private correspondence in moment flag-bearers is presently taking to begin with put in youth communication, that is, it is turning into the most shape of regular communication, firstly, due to the plausibility of utilizing in composing most of the strategies and implies of expression characteristic of verbal communication, and besides, much appreciated to the benefits of computerized communication, such as the utilize of a variety of multimodal media.

The ought to think about the dialect of youthful individuals in moment delivery people is due to the reality that digital communication channels have driven to the development of unused shapes of communication that cannot be clearly credited to the obsolete “written vs oral” worldview and which give more extensive scope for self-expression. On the other hand, in modern shapes of communication the most particular highlights of youth communication are clearly showed.

For example, the features of “new dialogues” in WhatsApp: due to the fact that communication through instant messengers, including WhatsApp, takes on the nature of a conversation close to a natural “face-to-face” conversation, A. Dragunov defines such communication as “new dialogues” which are characterized by the fact that:

- a) the exchange of messages occurs in written form,
- b) texts are recorded on a mobile device
- c) messages are displayed on the screen in chronological order.

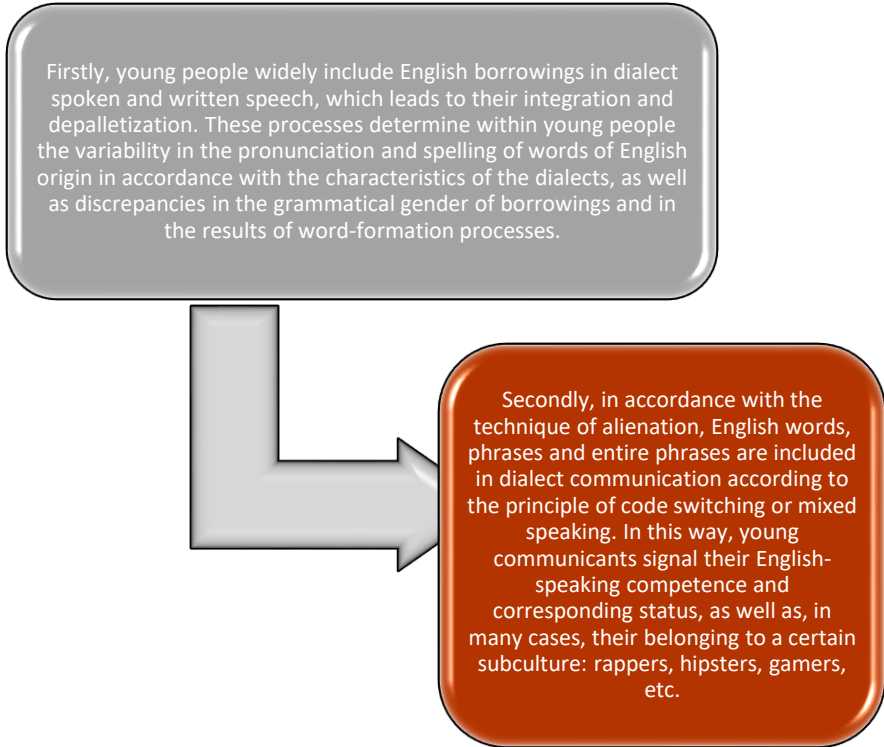
An important feature of the “new conversations” in WhatsApp is the fact that dialogues are not necessarily created in the form of clearly defined sequences, that is, authors can conduct the dialogue at their own discretion, without using forms of greeting and farewell. On this basis, many researchers define correspondence in the messenger as quasi-synchronous written communication, in which communicants interact directly, but cannot interrupt each other or even express their thoughts at the same time; there may be minor time delays in the deployment of communications; in group communication, messages are displayed in the order they were received by the server, which does not always correspond to their actual sequence.

To these characteristics it is necessary to add such important properties of communication as unprepared and often careless speech, the use of nonverbal and multimodal means, and expressiveness. When young people communicate on WhatsApp, these general characteristics of a new oral and written type of speech, due to new means and methods of communication, are combined with the specific characteristics of adolescent and youth language. Researchers include the main features of communication of Uzbek-speaking youth and the factors that determine the uniqueness of the youth language at different language levels as the desire of young people for delimitation and alienation, group identification, and self-expression. The socio-communicative behavior of young people is characterized by innovation, creativity, spontaneity and situationally, the use of such specific discursive strategies as “disagreement, bricolage, foul language, banter”, as well as playing with language. D. Abdullaeva emphasizes “the special importance of specific ways of expression at the stage of socialization of young people”. One of the central functions of youth language is always to identify oneself with a group of peers and to delimit oneself from the adult world through the use and accumulation of certain linguistic resources. At this stage of life, characteristic language patterns of behavior acquire a certain functional significance, which is lost with age or takes on other functions. These features, prototypical for youth communication, form the basis on which the pragmatic functions of the corresponding linguistic means are built in the conditions of specific discursive practices.

Internal multilingualism in Uzbekistan is formed primarily by the variability of numerous territorial dialects, as well as the constant (tense) situation of choice between a dialect and a literary standard in various communicative situations. In search of means of alienation, young people turn to borrowings from a “foreign” dialect, and also use “alien” variants of dialect spelling to implement the game technique of “speaking in a 'foreign' voice”. Messenger correspondents often use spontaneous spelling with different spelling strategies that are based on regional traditions, while regional differences can complicate mutual understanding between speakers of different dialects and often require translation. For example, the same phrase may have different written formats: *After a pleasant workout in the gym, you can relax* or *relax after training*.

When corresponding in the messenger, young interlocutors most often use code switching mechanisms, i.e., alternating elements of two or more languages or language varieties within one communicative act, or crossing, in which a playful mixture of dialect and German in one sentence is possible. Thus, Numerous studies of SMS and WhatsApp texts conducted by linguists convincingly show that English, along with the Uzbek-Russian dialects, is the dominant language in English digital communication.

There are two main aspects of the participation of the English language in the communication of young people in Uzbekistan:



Conclusion

At what focuses within the discourse chain do speakers code-switch. This depends on the nature of the impact of those components that were fair talked about. In case the speaker can predict the impact of one or another calculate and indeed in a few senses arrange, at that point the switch happens at the characteristic boundaries of the discourse stream:

- at the conclusion of a phrase, a syntactic period, within the loosest mode of communication
- at the conclusion of a dialog of a subject. In any case, in the event that the intercession of the

calculate causing code exchanging is unforeseen for the speaker, he can switch from code to code within the center of a state, sometimes without indeed wrapping up the word. With a tall degree of proficiency totally different codes or subcodes, when their utilize is generally computerized, the method of code exchanging itself may not be recognized by the speaker, particularly in cases where the other code isn't utilized totally, but in parts. For case, talking one dialect, an individual can embed into his discourse components of another dialect - phraseological units, modular words, contributes, particles.

The ability to switch between codes indicates a high level of linguistic proficiency and a refined communicative and cultural awareness. Code exchanging components guarantee shared understanding between individuals and relative consolation within the prepare of discourse communication itself. On the opposite, the inability of a person to differ his discourse depending on the conditions of communication, adherence to as it where one code is seen as a peculiarity and can lead to communicative clashes.

Summarizing the analysis of the corpus data, it can be famous that the so-called idiolects, which in this consider distinctive forms of composed communication of youthful individuals, are a combination of diverse phonetic implies and language assortments. The phonetic premise of youth idiolects, which is shaped by the local lingo, is intentionally or arbitrarily “crossed” with the Uzbek or Russian standard dialect, English and other outside dialects, and they moreover make greatest utilize of phonetic and non-linguistic implies conditioned or shaped by the WhatsApp environment.

It can be reasonably assumed that in fitting circumstances of verbal communication among youthful individuals, the local lingo prevails, with visit exchanging to English. The widespread hone of blending different dialect implies within the delivery person is due to the composed and verbal nature of communication and the specialized capabilities that accompany code exchanging and dialect varieties on online communication stages.

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