

TRANSFORMATION OF SPEECH ETIQUETTE IN INTERNET COMMUNICATION

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Abstract: *This article examines the transformation of speech etiquette in the context of digital communication. The study analyzes the characteristics of internet discourse, the transformation of traditional forms of politeness, and the influence of social networks, instant messengers, and online platforms on the communicative behavior of Russian speakers. It has been revealed that internet communication contributes to the democratization of interaction, reduces the communicative distance between interlocutors, transforms etiquette formulas of greeting, farewell, and address, and promotes the emergence of new norms of digital speech behavior.*

Keywords: *speech etiquette, internet communication, digital discourse, netiquette, Russian language, internet discourse, communication, linguistics.*

The development of digital technologies has radically transformed the forms of human communication. Internet communication has become an integral part of social and professional life, leading to a significant transformation of speech etiquette. While traditional speech etiquette was formed within the framework of direct interpersonal interaction, modern digital discourse develops in an environment characterized by high information transmission speed, multimodality, and reduced communicative distance.

The relevance of this research is determined by the fact that internet communication has not only changed the methods of information exchange but has also transformed the norms of speech behavior. Modern users actively employ abbreviations, emojis, memes, hybrid forms of communication, as well as a mixture of colloquial and literary styles. These processes require reconsideration within the framework of modern philology and media linguistics.

Speech etiquette is traditionally understood as a system of linguistic means regulating the norms of polite communication in various communicative situations. In contemporary linguistics, speech etiquette is regarded as one of the most important elements of pragmatics and communicative culture. Modern studies demonstrate that internet discourse

forms a special system of communicative norms characterized by flexibility, dynamism, and a high dependence on context. According to E. Yu. Voyakina, internet communication is distinguished by a high degree of variability in linguistic means and active interaction between written and spoken forms of speech [1].

A. B. Khazova notes that computer-mediated communication creates new models of speech behavior in which traditional etiquette formulas are reduced or replaced by digital analogues [2]. As a result, a special type of network etiquette — “netiquette” — is formed, representing a set of behavioral rules in virtual space.

Transformation of Greeting and Address Forms

One of the most noticeable features of internet communication is the transformation of traditional greeting formulas. In the digital environment, shortened and colloquial forms are actively used, such as “hi,” “hey,” “yo,” “good day,” and “qq.” Formal constructions are gradually being replaced by brief and emotionally neutral expressions. Research shows that social networks and instant messengers demonstrate a tendency toward a lower level of formality in communication [3]. This phenomenon is associated with the high speed of communication and the desire for linguistic economy.

Particular interest is represented by the transformation of address systems. Internet communication demonstrates a weakening of the traditional opposition between formal and informal forms of address. In many online communities, informal address becomes a universal norm, even in professional communication. T. E. Alimov and M. E. Kupriyanova emphasize that forms of address in Russian and Uzbek preserve cultural specificity; however, under the influence of the digital environment, they become more democratic [4]. In internet communication, nonverbal digital means acquire significant importance: emojis, stickers, GIF images, and memes. They perform the functions of emotional compensation, replacing intonation, gestures, and facial expressions.

Contemporary researchers consider emojis to be a полноценный element of digital etiquette [5]. The use of graphic symbols helps soften statements, express emotional evaluation, and maintain a positive tone of communication. For example, a message without emojis may be perceived as excessively dry or even aggressive, whereas the addition of a smile or neutral symbol makes communication more friendly.

Internet communication is characterized by the weakening of orthographic and punctuation norms. Users frequently ignore the rules of capitalization, punctuation, and literary style. E. G. Shakhovalova and N. N. Shakhovalov note that the modern internet environment contributes to the spread of linguistic simplification and the decline of speech culture [6]. This tendency is especially evident in social networks and chats, where the priority is the speed of information transmission. At the same time, violation of linguistic norms is not always perceived negatively. In digital communication, it may perform a

pragmatic function by demonstrating informality, belonging to a certain group, or the emotional state of the author.

Modern internet discourse forms new speech genres: comments, posts, stories, chats, reactions, and meme communication.

I. I. Deberdieva emphasizes that the comment becomes an independent speech genre aimed not only at transmitting information but also at satisfying the social needs of internet communication participants [7]. A specific feature of online genres is their high degree of emotionality, dialogicity, and intertextuality. Users actively employ quotations, memes, precedent texts, and elements of mass culture.

Research conducted by Uzbek scholars is of particular importance for studying the transformation of speech etiquette. In recent years, universities in Uzbekistan have actively developed research related to digital discourse, bilingualism, and internet communication. G. Kamalova (Fergana State University) investigates the speech strategies of Uzbek university students in the context of digital educational communication [8]. The author notes that the internet environment contributes to the formation of hybrid communicative models combining elements of Russian and Uzbek speech etiquette.

The influence of bilingualism on internet communication is especially significant. The youth of Uzbekistan actively use mixed linguistic constructions, code-switching, and the adaptation of Russian-language internet models to national cultural traditions. Sh. Rasulov (Fergana State University) emphasizes that the category of politeness in Russian and Uzbek communicative behavior possesses both universal and nationally specific features [9]. In internet communication, these differences are partially neutralized; however, cultural specificity remains evident in forms of address, expressions of respect, and dialogue strategies.

Modern internet communication has a contradictory character. On the one hand, the digital environment contributes to the democratization of communication, the development of new forms of self-expression, and the expansion of communicative opportunities. On the other hand, there is a decline in speech culture, the spread of aggressive communication, and the simplification of linguistic norms.

One of the key problems remains the absence of unified norms of digital speech etiquette. Different online communities develop their own communicative rules, which complicates intercultural and intergenerational interaction. A promising direction for future research is the study of the influence of artificial intelligence, automated communication systems, and social network algorithms on users' speech behavior. The transformation of speech etiquette in internet communication represents a natural result of the digitalization of society. Internet discourse forms new communicative norms characterized by reduced distance between interlocutors, democratization of communication, and active use of multimodal means.

Modern studies demonstrate that digital communication does not destroy traditional speech etiquette but adapts it to new communicative conditions. At the same time, culturally determined features of speech behavior are preserved, especially noticeable in the bilingual environment of Uzbekistan.

The works of Uzbek researchers, including representatives of Fergana State University, demonstrate a significant contribution to the study of digital communication and the transformation of speech behavior in the context of intercultural interaction.

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