



FORMATION OF LINGUISTIC FEATURES OF INTERNET DISCOURSE IN TELEGRAM IN THE CONTEXT OF THE XXI CENTURY

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The development of digital technologies in the 21st century has led to changes in the ways of communication. In the 21st century, Telegram has become a unique digital platform that has had a significant impact on the formation of new types of Internet discourse. Telegram channels, representing a special form of media communication, have combined elements of journalism, marketing, blogging and personal communication, giving rise to a special type of speech activity characterized by stylistic, syntactic and semantic specificity.

Telegram discourse can be referred to a type of Internet discourse, which has a number of peculiarities:

Hybridity (mixing of written and spoken speech): messages are often built on the model of oral communication – omitting punctuation, reducing formality, abbreviations.

Brevity: favouring short phrases, emoji, stickers and GIF animations as ways to replace or supplement text.

Informative and functional: especially in official channels of news outlets and government agencies. Examples: @GazetaUz, @SputnikUzbekistan.

Multimodality: active use of links, images, audio and video files, voice messages.

Slang and neologisms: youth and professional jargon is actively used, including English slang (bot, chat, channel, stories, etc.).

The study of Telegram discourse is grounded in the theoretical frameworks of discourse studies, internet linguistics, and media linguistics, which examine the language of electronic interaction, functional speech varieties, discourse multimodality, and the transformation of textuality in the digital environment. The methodological foundation includes the analysis of the technical and multimedia features of the Telegram messenger, the structure and orientation of Telegram communication, as well as the interaction of semiotic systems that contribute to meaning-making within Telegram discourse⁷⁹.

As Y.V. Shuyskaya's research⁸⁰ shows, Telegram is characterized not only by new technical possibilities of content delivery, but also by the formation of specific speech patterns. The pronoun «we» plays a special role in inclusive and exclusive functions. It is

⁷⁹ Кушнерук С. Л. Телеграм-дискурс как формат цифровой коммуникации // Медиа-лингвистика. 2023. URL: <https://medialing.ru/telegram-diskurs-kak-format-cifrovoy-kommunikacii/> (дата обращения 27.05.2025).

⁸⁰ Шуйская Юлия Викторовна «ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ДИСКУРСА ТЕЛЕГРАМ-КАНАЛОВ КАК НОВОГО ТИПА МЕДИА» // Социальные и гуманитарные науки. Отечественная и зарубежная литература. Сер. 6, Языкознание: Реферативный журнал. 2023. №3. URL: <https://cyberleninka.ru/article/n/lingvisticheskie-osobennosti-diskursa-telegram-kanalov-kak-novogo-tipa-media> (дата обращения: 27.05.2025).





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actively used in Telegram discourse to build close communicative ties between the author and the audience. An example is the Telegram channel «Lemon for tea»⁸¹, in which the effect of collective thinking is created: «What does it mean for us?». - This formulation favours the reader's involvement in the channel's information space.

One of the striking characteristics of Telegram discourse is the prevalence of «I» messages and elliptical constructions. The posts are often constructed as a continuation of a dialogue, imitating a private conversation. The «imnotbozhena»⁸² channel demonstrates this trend: the author addresses subscribers with a relaxed intonation, using fragmentary phrases, understatements and figurative metaphors. This is not just a text message – it is a fragment of a dialogue interaction preserved in the ‘ribbon’ structure of the channel.

The diversity of genres also reflects the sociolinguistic complexity of Telegram discourse. For example, the «Doctor Young» channel⁸³ combines professional medical advice with narratives from personal experience, expanding the boundaries of the popular science genre and bringing it closer to journalism. On the other hand, CyberLeninka⁸⁴ functions as an aggregator of scientific information, representing the academic style through the format of annotations and hyperlinks.

It should not be overlooked that Telegram as a media gives authors the opportunity to control the length and density of messages. Nevertheless, short messages (1-2 paragraphs) dominate, reflecting the tendencies of clipped thinking and hypertextual navigation. The user receives fragmented but focused information contextually embedded in a sequence of posts.

Thus, telegram discourse in the 21st century has become a special communicative phenomenon synthesizing the individual and mass, personal and institutional, informational and emotional. Its linguistic features are formed under the influence of technological parameters of the platform, socio-cultural dynamics and genre diversity. In the future, Telegram will not only be a field for further development of Internet communication, but also an object of complex linguistic and socio-cultural study.

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2. Herring S. C. Computer-mediated discourse // The handbook of discourse analysis. 2001. P. 612–634.
3. Кушнерук С. Л. Телеграм-дискурс как формат цифровой коммуникации // Медиа-лингвистика. 2023. URL: <https://medialing.ru/telegram-diskurs-kak-format-cifrovoj-kommunikacii/> (дата обращения 27.05.2025).

⁸¹ <https://t.me/lemonfortea>

⁸² <https://t.me/imnotbozhena>

⁸³ https://t.me/doctor_dmolodoy

⁸⁴ <https://telegram.me/CyberLeninka>





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5. <https://t.me/lemonfortea>
6. <https://t.me/imnotbozhena>
7. https://t.me/doctor_dmglodoy
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