PRAGMATIC STRATEGIES OF VIRTUAL DISCOURSE

Kazbekova M.K.¹, *Sultanbekova S.A.²
¹,*² L.N.Gumilyov Eurasian National University
Astana, Kazakhstan

Abstract. Online discourse is considered to be relatively a new field for researching although it is attracting views of scholars all over the world. It is evident that online discourse merits special attention. Consequently, this paper is devoted to the importance of virtual discourse. Our interest to online discourse was stimulated by pragmatic strategies of adolescent virtual discourse.

Thus, this study aims to ascertain pragmatic strategies of virtual discourse. To accomplish this goal the attempts of reviewing discourse, its kinds and pragmatic intentions of communicants of virtual discourse, revealing the phenomenon of virtual language personality in some degree were undertaken. To define the pragmatic strategies of virtual discourse the authors applied to extracts of online Russian speaking adolescent virtual language personality texts.

The research methodology is based on traditional linguistic methods, such as observation method, that allowed us to observe online texts from pragmalinguistic point of view, descriptive method, that was helpful in describing the pragmatic intentions of inter-communicants, contextual method, due to which we could see the sphere of communication, componential analysis, that facilitated analyzing the chosen linguistic means,interpretative analysis, which granted to highlight pragmatic strategies, etc.

Current paper results in highlighting pragmatic strategies of adolescent virtual discourse analyzing the extracts from Facebook as one genre of virtual communication during winter vocation period.

Scientific results of demonstrating pragmatic strategies of adolescent virtual discourse make it practically significant as an auxiliary tool for students, young researchers who are interested in discourse studies.

Keywords: discourse, virtual discourse, pragmalinguistics, anthropocentric paradigm, virtual language personality, communication, Facebook, wordplay, pragmatic strategies

Introduction

The start of XXI century is the epoch of innovation technologies. Innovation technology not only facilitates data store but creates new sphere of language existence. Internet contributes to the creation of specific environment of discourse as virtual discourse. Thus, we base our investigation on the following key points:

1. Virtual discourse as the object of linguistics can be studied in the framework of pragmalinguistics. Pragmalinguistic approach to virtual discourse reveal pragmatic strategies of interlocutors.

2. The phenomenon of online interlocutors scientifically termed as virtual language personality (VLP) can be revealed through virtual discourse texts. Investigation of VLP and VLP's pragmatic strategies can be advanced within anthropocentric paradigm that is a priority direction in contemporary linguistics.

3. Pragmatic intentions of VLP can be expressed through choice of language means. Selected lexemes demonstrate the VLP's level of language competencies for online interaction.

The term "discourse" initially launched into linguistics by one of the earliest discourse analysts Zellig Harris in 1952 is acquiring a lot of scientific interpretations.

Theoretical review outlines that initially discourse was studied by three linguistic schools: Anglo-American, French and German –Austrian linguistic scholars.

In the Anglo-American linguistic tradition the concept of discourse is regarded as "connected speech" while discourse is identified with dialogue. Discourse analysis is aimed at oral communication i.e. the interaction between speaker and listener [1, pp.61-75].

According to German linguistic school concept of discourse corresponds to analysis of speech "Konversatiosanalyse" [2, p.147].

The very profound third approach was demonstrated by French linguistic school. Discourse was studied in philosophical, historical, psychoanalytic and as the last in linguistic directions. As the basic concept it develops in the 70-s. of the XX century in the works of French historian and linguist Michel Foucault. Discourse in French school is analysed in the works of L. Althusser, M. Pesce and the French-Swiss linguist P. Serio. Discourse analysis is the analysis of texts produced within an institutional framework endowed with a historical, social and intellectual focus [3, p.126].

American pioneer in the field of discourse analysis Teun A. Van Dijk highlights the importance of approaching discourse in cross-discipline methods as well as other relevant methods in the humanities and social sciences [4].

Following the idea outstanding Russian discourse analyst V.Karasik grasps discourse as a text of communication. In this regard, he evaluates investigating discourse from linguistic, sociolinguistic, linguocultural and pragmatic viewpoints.

Viewed linguistically discourse is construed by such features as completeness, correctness and logicality.

Sociolinguistics deals with the analysis of discourse participants as representatives of a particular social group, and also studies the implementation of discourse in a broad sociocultural context [5, pp.129–132].

From sociolinguistic viewpoint V.Karasik interprets discourse as "communication between people, considered from the perspective of their social group or in relation to a particular typical speech-behavioral situation, for example, institutional communication" [6, 194 p.].

The linguo-cultural approach to discourse pays attention to peculiarities of communication within a particular ethnic group, as well as to description of formula models of speech mode of action and the dominant of a given linguistic culture [7, pp.29–33]. The linguistic-stylistic approach to the study of discourse is manifested in determining the parameters of functioning and registers of communication, as well as in the analysis of oral and written speech, their genres and various stylistic features [8, pp 214–234].

Regarding discourse from the standpoint of pragma-linguistics, one should focus on interaction of participants, genre and style of communication where they exchange emotions explicitly or implicitly [4].

Pragmatic intentions of participants are found as vital in approaching virtual text pragmalinguistically.

All of the above approaches to the concept of discourse do not contradict each other; on the contrary, they complement each other, allowing us to consider the concept "discourse" from different angles and expand its usual range.

Assuming literary review to definition of discourse, we are certain that most researchers are consistent that discourse is a form of language use. Pragma-linguistic interpretation of discourse bases that it is a cognitive-communicative act, which is supposed to have in addition to text, presupposition and context (pragmatic, social, cognitive) are highlighted, which determine the choice of linguistic means.

Here it is worth to spotlight on difference of parallel used terms as "internet discourse" and "virtual discourse". As we discussed in one of our previous papers "Genres of Virtual Discourse" "virtual discourse" differentiates by asynchronous, anonymous, global and text-based ways of virtual communication [9, pp.156-161]
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If to talk about aims of virtual discourse, it should be noted that virtual discourse has a whole variety of functions as in real communication like communicative, wordplay, educational, socializing, manipulative function on others etc. However, as the most general goal of virtual discourse should be noted also by self-expression of Virtual Language Personality (further VLP). VLP is one of the most actively developing areas in contemporary discourse. In the process of virtual communication VLP realizes his/her desire for publicity, for recognition by others remaining anonymously. Virtual discourse strategies consist of communicative pragmatic intentions, concretizing VLP's goals.

In the result of the above-metioned theoretical review on "discourse", "virtual discourse" definition and VLP we confide that human factor plays a crucial role in all these viewpoints. Thus leads us to anthropocentric paradigm, which is of high interest in modern linguistics.

In consonance with anthropocentric approach further, we will advance our investigation accentuating on wordplay of VLP as one of functions of virtual communication and pragmatic intentions using such wordplays. As VLP we regard adolescents who communicate virtually in what 'sap chatting as one genre of virtual communication. Let us note that in the speech of adolescents, one can figure out not only wordplays in all its manifestations, but its amount increases in senior grades in their virtual communication. Apparently, this is due to the development of discursive and linguistic-creative thinking of VLP.

Summing up the theoretical observation on the theme, we clearly see high level of relevance of this topic. Focusing more on virtual discourse, we pursued the phenomenon of virtual language personality more or less. But the issue of text of virtual discourse and the aspect of VLP demand more profound considerations which are aimed for our further studies.

Materials and methods
This study represents qualitative research describing pragmatic intentions of interlocutors as VLP of virtual discourse. As VLP or virtual interlocutors, we chose

10-14 year old adolescents as their online communication allows us to observe more strategies that are pragmatic. 10-14 year-old adolescents' online communication on Facebook as one genre of discourse served for data source. As data source period we selected their winter vocation time from the end of December 2023 up to January 8 2024 because to our assumptions the adolescents could communicate online free without school limitations.

Furthermore, in the process of our research we applied observation analysis, where we could observe and analyze pragmatic intentions of the adolescents' communication. With componential analysis, we also figured out the reason of their choosing a certain word. Interpretative analysis assisted us how the adolescents attempted to influence their interlocutors. Contextual analysis served well enough in defining the sphere of their communication.

Results

As the outcome of observing the adolescents' Facebook communication we detected that mostly "wordplays" served as impetus for delivering their pragmatic intentions. As "wordplay" we convey online interlocutors speech behavior based on a conscious deviation of language norms, destruction of speech norms. Destructing these norms, they create non-canonical language forms and structures, which as a result acquire expressive meaning and evoke aesthetic and stylistic effects on their interlocutors. In the result of observing the adolescents' virtual communication on Facebook we detected the following wordplays on different levels of language:

For example in the fragment *«**Все будет кока-кола, вот увидишь** (Vse budet coca-cola, vot uvidish')»* a VLP follows pragmatic intention of calming down his interlocutor, wishing his interlocutor not worry about something. He uses actively advertised on TV target as a source for his wordplay.

In the *«Ты был в **контр-страйке** в классе вчера? (Ty byl v kontr-straike v klasse vchera)»* a slang "контр-страйк" meaning "conflict situation" originates from popular among adolescents online play "Counter Strike". Using this slang in his wordplay VLP pursues pragmatic intention of attracting attention.

The same pragmatic attention is pursued in *«**Запомни, завидуй молча** (Zapomni, zavidui molcha)»* quoting a popular film among teenagers.

Pragmatic intention of evaluating his counterpart's case is present in the fragment *"Все, ты **лузер** (Vse, ty luser)"*, where "*лузер*" in the meaning "*concede a game*" is derived from English "to lose".

In the fragment *«Слышь, **зарядись по полной** (Slysh', saryadis' po-polnoi)»* an adolescent is not only playing with words meaning "having his mobile phone charged fully" but also pragmatically attracts the addressee to the advertisements of fitness centers or Papa Grill Crisps which are understood as being capable to energize a person fully.

Pragmatic intentions of VLP are featured in brevity of linguistic means with help of different shortened and diffused words, as in *«**Чел**, убегай от меня (Chel, ubegai ot menya)»*, *«Ты ходишь в теслу и **репету**? (Ty chodish v teslu or repetu)»*, *«Как дела? –**Нормас**. – (Kak dela? –Normas)»* and *«**Бро**, будешь играть Роблекс? (Bro. budesh' igrat' Roblex)»*. In these examples *"чел"* stands for

"человек – a man", *"penem"* for *"репетитор – a tutor"*, «*normas*» is diffused form of *normalno - ok* and *"bro"* is shortened form of *"brother"*.

In the following sentence «***Не тормози, сникерсни!*** *–Ne tormozi, snickersni!*» the author pragmatically calls his addressee not to retard in something but have a bite of a candy Snickers in order to energize himself/herself. Pragmatic intention is expressed with help of well-known advertisement in order to stimulate his addressee.

More interesting pragmatic intention is revealed *in «Это было просто **краш**. – Eto bylo prosto crash,* where "crash" differing from its original negative meaning *"collapse, failure"* acquires a positive meaning of resulting something on "*superb, perfect*" level according to the author's pragmatic intention to impact his interlocutor emotionally.

Discussion

The outline of the above-scrutinized theoretical review and the pragmatic and structural analyses of extracts from virtual discourse texts allow us to draw the following assumptions:

- Virtual discourse should be studied in the triangle "Online discourse – Text - VLP", where one should first highlight differing features of online discourse from other types of discourse, secondly text of online discourse also demands subtle view as is a debatable topic and thirdly VLP requires to be imparted underlining linguistic online competencies;

- Discourse attracting more interests can be grouped into several kinds, among which virtual discourse being the most relevant and promising direction in modern pragmalinguistics;

- Virtual discourse is becoming very popular among adolescents where the younger generations socio- and pragmatic strategies are clearly seen;

- Adolescent discourse reflects innovative, pragmalinguistic and sociocultural changes in society, education and culture, which can be studied through expressions of their intentions;

- The younger generations' choice of vocabulary can be characterized by informality, language brevity, emotional coloring and deviations of language norms;

- Lexemes of younger generations analysed from the point of pragma-linguistics indicate favoring informal, emotional expressed, deviated from the norm and shortened words are resulted from such *pragma-linguistic strategies* of VLP as

• to attract and interest their interlocutors;
• endeavoring the communicants;
• striving aesthetic impact online environment, etc.

Conclusion

Communication online is an important challenge for investigation in contemporary linguistics. Although study of discourse is one of the most actively developing areas of modern linguistics, but many questions remain debatable regarding the essence of this phenomenon and its types, in particular virtual discourse.

Summing up we can state that our attempt to investigate the adolescent virtual discourse from the point of pragma-linguistics clearly indicated pragmatic strategies of the interlocutors expressing their pragmatic intentions. Moreover, the achieved goal of this study has convinced us that VLP's linguistic competencies is worth enough to draw scholars' attention deeper, as adolescent VLP's language competencies appear to be alarming due to the fact expressing pragmatic intentions they are linguistically limited appealing to informal words, slangs in general.

Linguistic limitations of adolescent VLP applying mostly slangs addressing their pragmatic intentions cause some risk for literacy of the whole society, as the adolescents are future of the society.

Further, this study is eager to be continued in the framework of investigating pragmatic strategies of other kinds of discourses, as educational discourse, political discourse, scientific discourse, etc.

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ВИРТУАЛДЫ ДИСКУРСТЫҢ ПРАГМАТИКАЛЫҚ СТРАТЕГИЯЛАРЫ

Казбекова М.К.[1], *Султанбекова С.А.[2]
[1,*2] Л.Н.Гумилев атындағы Еуразия ұлттық университеті
Астана, Қазақстан

Аңдатпа. Интернет-дискурс әлем ғалымдарының қызығушылығымен туғызғанмен, салыстырмалы түрде жаңа зерттеу саласы болып саналады. Онлайн дискурстың ерекше назар аударуды қажет ететіндігі даусыз. Осы себептен бұл мақала виртуалды дискурстың маңыздылығын саралауға бағытталған. Жасөспірімдер виртуалды дискурсының прагматикалық стратегияларын нақтылау біздің онлайн дискурсқа деген қызығушылығымызға себеп болды.

Бұл зерттеудің басты мақсаты виртуалды дискурстағы прагматикалық стратегияларды анықтау. Аталған мақсатқа қол жеткізу үшін виртуалды тілдік тұлғаның болмысын ашу, дискурсты саралау, оның түрлеріне тоқталу және виртуалды дискурс коммуниканттарының прагматикалық стратегияларына талдау жасау сияқты міндеттер жүзеге асырылды. Виртуалды дискурстың прагматикалық стратегияларын анықтау үшін мақала авторлары орыстілді жасөспірімдердің виртуалды дискурстағы мәтіндерінің үзінділеріне жан-жақты лингвопрагматикалық талдау жасады.

Зерттеу сипаттамалық әдіс, контекстік талдау, компоненттік талдау, интерпретациялық талдау әдістері сияқты лингвистикада қалыптасқан дәстүрлі әдістер арқылы жүзеге асты. Бақылау тәсілі онлайн мәтіндерді прагмалингвистика тұрғысынан қарастыруда қолданылса, сипаттамалық әдіс онлайн мәтіндердегі коммуниканттардың прагматикалық ниеттерін сипаттауға мүмкіндік берді. Контекстік талдау әдісі арқылы біз қарым-қатынас аясын анықтап, компоненттік әдіс арқылы таңдалған тілдік құралдарды компоненттерге бөліп қарастырдық. Коммуниканттардың прагматикалық стратегияларын нақтылау үшін интерпретациялық талдау әдісіне жүгіндік.

Мақаланың басты нәтижесі - жас жеткіншектердің қысқы демалыс уақытындағы виртуалды дискурстың бір жанры ретінде Facebook желісіндегі қарым-қатынас мәтіндеріндегі прагматикалық стратегияларының анықталуы болды.

Мақаланың ғылыми нәтижесі ретінде жас жеткіншектердің виртуалды дискурстағы прагматикалық стратегияларының анықталуы зерттеудің практикалық маңыздылығын құрай отырып, дискурс саласындағы зерттеулерге қызығушылық танытатын студенттерге. жас ғалымдарға көмекші құрал бола алады.

Тірек сөздер: дискурс, виртуалды дискурс, прагмалингвистика, антропоцентристік парадигма, виртуалды тілдік тұлға, коммуникация, Facebook, сөз құбылысы, прагматикалық стратегиялар

ПРАГМАТИЧЕСКИЕ СТРАТЕГИИ ВИРТУАЛЬНОГО ДИСКУРСА

Казбекова М.К.[1], *Султанбекова С.А.[2]
[1],*[2] Евразийский национальный университет
имени Л.Н.Гумилева, Астана, Казахстан

Аннотация. Анализ онлайн-дискурса считается относительно новой областью исследования, хотя он привлекает внимание ученых со всего мира. Очевидно, что онлайн-дискурс заслуживает особого внимания. Следовательно, данная статья посвящена важности виртуального дискурса. Наш интерес к онлайн-дискурсу был стимулирован прагматическими стратегиями подросткового виртуального общения.

Таким образом, данное исследование направлено на выявление прагматических стратегий виртуального дискурса. Для достижения этой цели были предприняты попытки рассмотрения дискурса, его видов и прагматических намерений участников виртуального дискурса, а также выявление феномена виртуальной языковой личности в некоторой степени. Для определения прагматических стратегий виртуального дискурса авторы обратились к выдержкам из текстов онлайн-общения русскоязычных подростков.

Методология исследования основана на традиционных лингвистических методах, таких как метод наблюдения, который позволил нам рассматривать онлайн-тексты с прагмалингвистической точки зрения, описательный метод, который был полезен для

описания прагматических намерений участников общения, контекстуальный метод, благодаря которому мы могли видеть сферу коммуникации, компонентный анализ, который облегчил анализ выбранных лингвистических средств, интерпретативный анализ, который позволил выделить прагматические стратегии и так далее.

Результаты настоящей статьи, выявляющие прагматические стратегии подросткового виртуального дискурса на основе анализа выдержек из Facebook как одного из жанров виртуального общения в период зимних каникул, имеют практическое значение как вспомогательный инструмент для студентов и молодых исследователей, интересующихся исследованиями дискурса.

Information about authors:

Kazbekova Meruyert Kazbekovna – PhD student, L.N.Gumilyov Eurasian National University, Astana, Kazakhstan e-mail: malikaaa.80@mail.ru

Sultanbekova Sagima Abdigaparovna – PhD, L.N.Gumilyov Eurasian National University, Astana, Kazakhstan e-mail: sagima2007@mail.ru

Авторлар туралы мәлімет:

Қазбекова Меруерт Қазбековна – PhD докторант, Л.Н.Гумилев атындағы Еуразия ұлттық университеті, Астана, Қазақстан e-mail: malikaaa.80@mail.ru

Сұлтанбекова Сағима Абдигапаровна – PhD, Н.Гумилев атындағы Еуразия ұлттық университеті, Астана, Қазақстан e-mail: sagima2007@mail.ru

Информация об авторах:

Казбекова Меруерт Казбековна – PhD докторант, Евразийский национальный университет имени Л.Н.Гумилева, Астана, Казахстан e-mail: malikaaa.80@mail.ru

Султанбекова Сагима Абдигапаровна – PhD, Евразийский национальный университет имени Л.Н.Гумилева, Астана, Казахстан e-mail: sagima2007@mail.ru