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THE INFLUENCE OF THE INTERNET ON ENGLISH

In a short time, the Internet has penetrated deep into our lives, capturing almost all spheres of human activity. In the modern world, it is being introduced not only in the professional industry, as a bottomless storehouse of various information, but also in the personal life of a person as a communicative platform.

Side by side with other media, the Internet significantly affects the behavior of people in society. People start to communicate online on various types of websites or using special programs such as ICQ, MailAgent, QIP and others. As a result, the expected result is observed - the emergence of a new language form, which can be designated as "electronic language". This awakens a huge linguistic, philological and psychological interest. Highlighting the most important issues, we can note the birth and development of the electronic language in itself, as well as its influence on the English language, including all areas of its application in the communicative process.

Experts in the field of linguistics attach the greatest importance to the influence of the Internet on a "living" language. The Internet, together with radio, television, telephone communications and print publications, forms a universal information network, the so-called cyberspace. People involved in this network are called "Netizens" (from English "citizens" and "net" - a network). Regular users are called "Webies" (from English "web" - "www", the world wide web), newbies "Newbies" (from English "new"). The language used in cyberspace is called "Netspeak" (from English "speech").

The founders of the Internet introduced and installed in the network a certain communication etiquette (netiquette), objectivity (as an example - a variety of well-

defined topics for conversation in various forums), as well as a style - informal and tolerant to mistakes, abbreviations, slang and "smiles".

Some scholars argue that such a manner of writing deserves more attention than if it were just linguistic "vandalism". Illiterate phrases and abbreviations often go beyond cyberspace, and even people who are far from modern technology are beginning to use abbreviated expressions, such AWHF, instead of the commonly used question in the speech "are we having fun?".

Well-known British linguist David Crystal rejects generally accepted views on online communication as an illiterate and degenerative phenomenon. He agrees that most people communicate in a non-standard, playful manner, deviating from established language rules, and are tolerant or sometimes positive to grammatical and spelling errors. But at the same time, the scientist admires the obvious diversity of language forms, perceiving what is happening on the Internet from an extremely positive point of view. According to Crystal, the "Netspeak phenomenon is capable of fundamentally changing our view of language, being a qualitatively new stage in its development. "

The Internet is becoming especially popular among young people who "grew up on computers" and, accordingly, become an integral part of their life. Thanks to the network, they were able to avoid communication problems caused by a bias towards differences in age, gender, race, skin colour, clothing, etc. "Anonymized" communication in the network allows them to judge each other only by the messages themselves. Of course, like any other structure, Internet communication is not without flaws, for example, the inability to assess the sincerity of your opponent from the other side of the monitor. However, this type of communication attracts young people with a wide range of previously inaccessible interactive features. One of the most notable is the ability to depict emotions graphically ("smiles" or "emoticons") and mimic sounds by changing the spelling characteristics of the word. Undoubtedly this gives rise to a tremendous potential for the development of Netspeak.

The language itself is changing slowly, but the Internet speeds up this process considerably. People form new grammar, syntax, punctuation, lexical and other

norms, exchange “self-composed” words with each other, spreading and accustoming the entire Internet community to the use of these words everywhere. Web audience uses all the ways to reduce words. And not aimlessly - people minimize the time spent on writing to speed up the communicative process. Within the network, common vocabulary takes on hybrid, limited forms, a good example of which can be acronyms expressing laughter: lol (“laughing out loud” is used to express ordinary laughter), lmao (“laughing my arse off” relates to something very funny), rotflo (“rolling on the floor laughing out loud” is used for crazy and extremely funny); and others, such as omg (“oh my god”).

For an English-speaking audience, there are special iconic web sites about web dialects, such as "LOLcat". The site is laid out with pictures of a cat, intentionally signed with phonetically and grammatically modified phrases, also it is often used "Leetspeak", a phenomenon in which some letters in words are replaced by numbers. Mentioned earlier Professor Crystal has an interesting opinion on this matter. He considers such “linguistic games” to be admirable. “These people may not read Shakespeare or Dickens, but they concocted these great little games — and proved their creativity. I am impressed with their invention.”

After analyzing the issue of glutting the English language with new words and acronyms from cyberspace, scientists concluded that this is an exaggerated judgment. According to statistics, only 10 percent of the words in the message body are replaced by abbreviations. Moreover, most words do not change in the spelling so that you can judge the change in dictionaries.

In addition to the above, the Internet has a tremendous impact on the spread of English throughout the world. Being international, English is increasingly capturing the society, claiming to be the universal language of the Internet. Thanks to cyberspace, the popularity of inter-ethnic communications has increased, which requires people to create a more multifunctional language for communication, in connection with which Netspeak appeared and develops.

Before the advent of the Internet, it was difficult to imagine the possibility of learning English without going to university. The language was taught only in higher

educational institutions, therefore, not being able to enroll, a lot of people were deprived of a chance to learn English. Now, despite the fact that some people are still in such conditions, the Internet gives people the opportunity to gain knowledge by spreading the language throughout the world. Since the Internet was created in the west, English is its fundamental platform. Thanks to the proliferation of cyberspace, more and more people have the opportunity to discover English.

On the Internet, everyone can not only find the necessary literature to study, but also explore the great variety of methods for developing their language abilities. Also, when there is a shortage of money to pay for a specific training course, there are other ways to practice and improve your language. As mentioned above, the popularity of international communications has increased. People are interested in communicating with foreigners, which means that everyone has the opportunity to communicate directly with a native speaker of English, which, according to generally accepted opinion of experts, is one of the most effective methods of mastering speech technology. Specially for "live" communication, there are a lot of different video chats and programs, such as Skype, OOVVOO, etc.

In conclusion, it should be said that at this stage of modern technologies development nothing can stop the growth and spread of cyberspace, which in itself is the greatest result of technological progress.

Netspeak can be considered as a product of the Internet network, namely the creation of the Internet community, and therefore educational and psychological tools can be used to preserve the language and prevent its degradation. Teachers, psychologists and other specialists should act in the best possible way and prevent the young generation from forgetting the traditional norms of behavior and speech, only in this case there will be a solid basis on which society will develop English on the Internet without the risk of its depletion and extinction.

From a linguistic point of view, "Netspeak" is close to slang: everyone should know in which case it is worth it and should not be used, which from a psychological point of view depends on upbringing.

English is akin to a living being, and therefore its environment, including cyberspace, influences its direction of development.

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