

*THE ASPECTS OF RUSSIAN-SPEAKING BLOGGER LANGUAGE
PERSON*

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The article deals with the issue of the existence of the Russian-language blogosphere in the communication environment in a situation of an ever-wider the spread of electronic communication of a new type of linguistic personality. Various aspects of the linguistic personality of a Russian-speaking blogger are highlighted. The features of its existence at various levels of the linguistic personality are analyzed.

The article is devoted to the question of the new language person type existence at the communicative space of Russian blogosphere in nowadays situation of fast electronic communications distribution. various aspects of the Russian-speaking blogger language person are allocated. Its existence features at the different levels of language person are analyzed.

keywords: language person, blog, blogger, blogosphere, discourse, communicative space, Internet, genre

In modern linguistic science, one of the most important categories is the subject of speech. And, developing in an anthropological vein, linguistics emphasizes an important role in its scientific paradigm to such concept as a linguistic personality. It is in the image of the subject of speech as linguistic personality is most fully displayed not only speech, but also the extralinguistic contextual factors that the theory the study of discourse pays great attention. At the present stage of studying this phenomenon, there is a predominant interest of linguists in the description of a typified, generalized image of a LP: "a linguistic personality is a generalized image of a carrier of cultural, linguistic and communicative and active values, knowledge, attitudes and behavioral responses" [1, p. 3]. That. we consider a linguistic personality in communication, a personality

in the form of a communicative model of an average native speaker located in a specific communicative environment, taking a linguistic personality as a kind of hierarchical system consisting of three levels [2, p. 55]: verbal-semantic, linguo-cognitive and pragmatic. At the same time, the communicative environment of the blogosphere, in which the subject of speech we are studying, is very specific, because it belongs to the category of the so-called. cyber communication facts.

The information revolution has brought about new technologies thanks to which the modern information society has received previously unknown and inaccessible means of communication. Consequence the computerization of society has been the expansion of human-machine interaction and the involvement of an increasing number of participants in it, which, largely determined the current linguocultural situation: requirements for language tools used for fixing, collecting, transmitting, storing, searching and processing information, affect the pace and directions of language development. AND in a situation of expanding the volume of virtual communication and the spread of virtual culture, linguistic science cannot stand aside from the requirements of scientific and technological progress - there are directions related to the study of computer communication and hypertextual space.

Hypertext, i.e. text in a virtual communicative environment, has some features: granularity, interactivity, distance, non-linearity, creolization. Cultural transformations within the virtual continuum consist in the abolition of any kind of distance, both spatial, temporal, and interpersonal. This is due to the fact that, for example, any point on the planet becomes available for interaction on the Internet, while discursive features of individual Internet genres are also in the fact that the dialogue can be conducted in "real-postponed" time, which allows for the possibility of communication without being related to temporal distance. In addition, the proportions of the collective and the individual in culture. It is important to note that virtual communication, with rare exceptions, is communication of freedom of choice, an individual resorts to this type of communication on his own initiative, and not subject to certain circumstances. The introduction of a linguistic personality into the space of virtual communication often seriously transforms it: virtual discourse implies, for example, the possibility of anonymous communication, the individual self-identifies in accordance with his personal preferences, remaining, if necessary, unknown to others.

As a result, it becomes possible to adjust the social and communicative situation: if a failure occurs in the communicative process, this process can be

interrupted, or embedded in the discourse from the position of a third person, as a result of which a moment of false identity. The network personality is characterized by the fact that it is represented in in the communicative Internet space in a reduced form, in the hypertextual continuum, a person is a set of texts created by him or by other people about him. The special form of the virtual environment implies the fact that the individual cannot manifest there in all subjectivity. One of the iconic phenomena of virtual culture is the blog An Internet site, or a special section of a site that contains dated entries arranged in reverse chronological order. order, often having a multimedia component and having the ability to comment, as well as view each of entries on a separate page. Blogs are united in the blogosphere - the totality of all blogs as a community or social network. Blogs in the world somehow connected with each other - this is how the hypertextuality of this communicative space is realized.

According to the Yandex statistical service, the Russian-language blogging environment has at least 7.4 million user-subjects, blogs are maintained by citizens of various age and social groups: from schoolchildren to the President of Russia. The blogosphere is now entering a new stage its formation: the web log becomes a full-fledged element of everyday life person, along with e-mail, a specific blog culture. With the increasing spread of electronic

communication, genre features of various types are distinguished such communication. In turn, each genre implies isolation of the linguistic personality of the communicant. At present, it is already possible to speak of a blog as a completely established genre. Considering the fact that discourse blogs were originally opposed to the Internet multimedia and text formats are combined into a single whole, it can be argued that a blog is a kind of hybrid genre [3, p. 137].

The genre originality of the blog and the hypertextuality of the social communicative space of the Russian-speaking blogosphere make possible emergence of a special type of linguistic personality - a Russian-speaking blogger. The language personality of a communicant in the blogosphere has its own specific manifestations, due to both features of the type thinking, common in a virtual environment, and the conditions: communication in this continuum. These include the absence or extreme blurring of various the kind of boundaries characteristic of real communication: spatial, temporal, status-social, etc. In addition, a blog implies the presence of an image of the addressee, while the author of the blog has the ability to moderate those whom he considers his addressees. Wherein the author has the ability to get a potentially infinite circle addressees: records posted in the

public domain can be seen by any user at any time, even if the record was created long before its registration on one of the blog hosting. At the same time, there is a phenomenon of heterogeneity of communicators in blog communication: bloggers are divided into "real" personalities and those behind the mask. The possibility of "camouflage" gives rise to the phenomenon of constructing the recipient: the author, relying on his own speculation about who might be interested in his notes into this figure their personal psychological and social stereotypes.

Also, the lack of a clear idea of the identity of the addressee enhances the degree of speech freedom of the author.

A conditional reflection of a linguistic personality is communicative competence as a set of personal properties and capabilities, as well as linguistic and non-linguistic knowledge and skills that ensure the communicative activity of a person. Communication in the Russian-speaking blogosphere is carried out, respectively, in Russian people ontologically ready for the system familiar to Russian YL verbalization of concepts. Therefore, the linguistic personality of the native blogger is, first of all, a Russian YAL with its characteristic features, because the "real" lexical experience of the user "migrates" to the blog, where it is overlaid with already characteristic only for this communicative field lexical data. One of the notable features of the discourse of a Russian-language blog is devaluation of the language norm. So, within the framework of the lexical component in the blogosphere we find a vast field of specific non-normative phenomena. And, speaking about the verbal-semantic level of the Russian-speaking blogger, as one of the characteristics, we single out the presence of the so-called. jargon blog. Despite the fact that communication in the blog environment has a purely written form, and jargon is a form of language used by certain social groups of the population mainly in the field of oral informal intra-group communication [4, p. 151], discursive the specifics of the blog successfully allows jargon to exist on the rights important element of communication. The result of the development of virtual communication and the rapid growth of the blogosphere was the emergence of a whole paradigm of specific lexemes, characteristic of this particular discursive plane. In the lexical layer of the jargon of the blogosphere, there are entire conceptual fields: the field of the environment, the field of the body, the deeds of deeds It can be argued that the Russian blogosphere has already formed its own specific vocabulary, which combines, in addition to jargon typical only for web logs, also the so-called Internet memes and the "Albanian language" are phenomena borrowed and "mastered" by bloggers.

An analysis of the lexical-semantic level of the linguistic personality of a Russian-speaking blogger proves that IL in a blog is not so much Russian linguistic personality, influenced by a specific virtual discursive environment, how much is a new discursive personal unit, since it is able to generate and then actively use new lexical phenomena, as well as accept active and successfully “assign” lexical words borrowed from other environments elements.

In general, it is interesting that the blog dictionary plays a crucial role in the formation and manifestation of a linguistic personality in a blog, “marking” on all levels of linguistic personality: verbal-semantic (the dictionary is replenished), thesaurus (the conceptual range is enriched) and motivational (through speech methods, the communicant tries to achieve those or other purposes). In addition, through the use of blog argo the communicant becomes conditionally “their own” in the circle of bloggers, i.e. vocabulary and usage specific to the blog genre are passcode in this discursive environment.

At the cognitive level, which is a set knowledge individual about the surrounding reality and axiological landmarks of a person, the thinking of the individual is realized, the picture of the world that is relevant for the individual is reflected. Reconstructing the system of representations reflected in the language and related to one of the most important concepts of the Russian language (“friend”), we note the features of the linguistic picture of the world inherent in the linguistic personality of a Russian-speaking blogger. The mental structure associated with the phenomenon reflected in consciousness In the course of studying the pragmatic level of a linguistic personality in it is important for the blogosphere to take into account the extra-linguistic factors that influence the existence of SL, because within a specific virtual communicative - and now social - environment as the unit of the pragmation of personality is no longer only a speech act, but also the communicative and activity needs of the individual, conditioned bound by the sphere of communication. The most important manifestation of the intentions of linguistic personality becomes its self-presentation within the framework of that communicative environment where she wants to acquire the quality of “own”, for which the user resorts, incl. and extralinguistic methods. Because it is within the framework of the pragmatic level that the linguistic subject reflects the main intentions of the individual, and the main communicative The blogger has two goals: to express his point of view on whether or other event or phenomenon; and get maximum resonance in the answer to the expressed point of view - and the second is a consequence of the first

- it is through the pragmatikon that the main communicative goal of the blogger is embodied - getting a response, i.e. feedback strategy is implemented. And the nickname, as an important element of the self-presentation of a linguistic personality and, accordingly, the pragmatic level of its existence, becomes one of the means of embodying its communicative strategies. Nick as a fictitious name, the communicative mask is a conditional shield behind which hides a real person. And thanks to the "use" of such a mask-shield, the subject not only embodies its own pragmatikon, but also carries out activities of a cognitive nature: it seems to try itself in those roles that are inaccessible to it in ordinary life, it implements the function of cognition.

A variety of elements of human existence can serve as sources for the formation of nicknames in the Russian-speaking blogosphere. So, on the surface there is a way to "be called" nickname, to one degree or another close to the real name / surname: sertoun (from the author's last name - Sertun), katechkina (the blog owner's name is Ekaterina). Often the origin of nicknames falls into the "general" category. Users choose their own names derived from titles animals, plants: pitch, catjulia. Also, there are cases when nicknames are formed from elements of religious, social, national, political, professional characteristics of the communicant (inzhener, ya_ortodox, professor, reanimatolog). Choosing such a nickname, the user automatically not only reveals part of his privacy, but also partially predetermines the theme of your blog. By means of a nickname, the most important aspect, both for a linguistic personality and for humanity in general, is realized: the definition of the parameter "friend or foe". And the most serious layer from which lexemes are scooped, which later become the basis of nicknames bloggers, is a case field. Examples of precedent texts, constituting the national component of the linguistic personality, are generally one of the main segments of the pragmatic level of the linguistic personality. "Individual speech experience to a certain extent can be characterized as a process of development - more or less creative - other people's words (and not the words of the language). Our speech is full of other people's words, different degree of foreignness or different degrees of assimilation, different degrees of awareness and exclusion" [5: 460]. In the works of M.M. Bakhtin "strangers words" are delimited into two parts: words indicating a different language kovy context, and words indicating the speech context. To the first include various jargons, archaisms, professionalisms, etc. And in the Russian-language blogosphere, there is a large proportion of nicknames that are educated from words belonging to various jargons (gluk, chel). A user who chooses such a

name for himself, especially explicitly implements search function for "brothers in mind". If such a nickname is backed up the corresponding content of the "interests" section, then we can assume: the blogger "found his own". To the category of "foreign words" of the speech context M.M. Bakhtin relates quotations in one form or another. And here we can talk about speech the subculture of the linguistic personality, realized at the third level of LP. The most important component of the speech subculture of linguistic communities personalities become precedent texts, which are reflected in the blog not only in the text communication itself, but also in the framework of the formation of the nickname space. There are several levels precedence, which is due to different levels of consciousness and realization of the personality: individual level (auto level), social level, national level, universal level. And we propose to separate precedent nicknames, as well as precedent texts in general, into several types: social precedent (kthulhu, tehhi); national precedent (hochu_zhenixa, onegin, pikovaja_damochka); universal precedent (trinity , morfeus , jiday , princess _ leya). This widespread use of precedent marks, and especially national precedent and universal precedent layers in as part of the self-presentation of a linguistic personality in a blog allows you to speak about the rather high cultural and speech development of the Russian-speaking blogger. At the same time, often as a coded tactic of initiation to the communicative society of the blogosphere, the blogger as a representative majority resorts as a method of intentional linguistic deviations (these include intentional spelling, use in blogosphere discourse of taboo obscene words in the deviant form) and the use of emoticons. The survey conducted showed that emoticon emoticons are an integral part of the discourse of a Russian-speaking blogger: out of 100 respondents (the sample was made by random method), 81 users use emoticons in the blogosphere, while using them "extremely rarely", 19 never use emoticons.

It is important to note the frequently encountered conscious desire the subject of speech to the verbal similarity of the text, especially in the commentary part. The authors of the comments, firstly, being exposed "atmosphere" set by the "instigator" - the author of the blog, and secondly, being in conditions of indirect limited ways, means, as well as time (often leaving a comment on a particular the entry initially implies that the author, or other commenters, will answer him, therefore, in this case, the principle works "you say faster - they will answer earlier"), they especially gravitate towards the notorious verbalization of the language. So, especially in the comments dialog, abbreviations, emoticons, symbols, orthoepic spellings, and simplification of grammatical constructions are widely

used. In a similar way feedback is also achieved. And as the final result, the most important discursive characteristic of the blogosphere genre is embodied - dialogism.

In the blogosphere, their own specific norms for the design of language material are formed, which, creating the so-called effect "password", serve as a kind of "pass" to the corresponding network community. Network socio-linguistic code, in addition to the actual formation within a separate communicative culture, renders also influence on off-network literary language. This is due to the fact that the Internet, as a specific habitat, performs cognitive, thesaurus, culture-forming and aesthetic functions for a linguistic personality. That is, by finding and communicating in Networks an individual acquires knowledge, accumulates and stores it, participates in the formation of a global information culture, and also realizes its creative potential.

As part of the culture of network communication is actively replenished the lexicon of its participant, that is, the language competence changes and, together with that, the verbal-semantic level of the linguistic personality, which creates the conditions for its formation and functioning. Due to the expansion of knowledge about the world and, consequently, the transformation relevant to individual's picture of the world, the cognitive level and cultural axiomatic baggage of his linguistic personality changes. Spectrum of generalized concepts, large concepts that a person owns, expands, consequently, personal preferences, criteria and results of individual choice change, the thesaurus expands. Changes also the pragmatics of the personality, including motives, goals and intentions, driving its development, that is, the communicative - activity level is being transformed. Thus, it becomes obvious that in the blogosphere has its own conditionally averaged subject of speech - linguistic personality of a Russian-speaking blogger .

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