THE IMPACT OF INTERNET LANGUAGE ON STYLISTIC CHARACTERISTICS OF MODERN LITERATURE

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Abstract. The article examines how Internet language shapes the stylistic characteristics of contemporary literary discourse. It analyzes the emergence of new communicative norms within the digital environment, addressing both the constructive and problematic aspects of these developments. Particular emphasis is placed on the proliferation of slang and graphic abbreviations, as well as their increasing presence in fiction and journalistic writing.

Key words. Internet language, Internet, Internet communication, stylistics, literary style, figurative language, journalistic language.

Annotatsiya. Maqolada Internet tili zamonaviy adabiy diskursning stilistik xususiyatlarini qanday shakllantirishi ko'rib chiqiladi. Unda raqamli muhitda yangi kommunikativ me'yorlarning paydo bo'lishi tahlil qilinadi, ushbu jarayonlarning ham ijobiy, ham muammoli jihatlari yoritiladi. Alohida e'tibor slang, grafik qisqartmalar va ularning badiiy adabiyot hamda jurnalistik matnlarda tobora ortib borayotgan ishtirokiga qaratiladi.

Kalit so'zlar: Internet tili, Internet, Internet-kommunikatsiya, Stilistika, Adabiy uslub, Badiiy til, Jurnalistika tili.

Аннотация. Статья рассматривает то, каким образом язык Интернета формирует стилистические особенности современного литературного дискурса. В ней анализируется появление новых коммуникативных норм в цифровой среде, затрагиваются как конструктивные, так и проблемные стороны этих процессов. Особое внимание уделяется распространению сленга и графических сокращений, а также их растущему присутствию в художественной литературе и журналистских текстах.**Ключевые слова.** Интернет-язык, Интернет, Интернет-коммуникация, Стилистика, Литературный стиль, Художественный язык, Язык журналистики.

Over the past two decades, Internet communication has not only transformed everyday speech but has also had a significant impact on traditionally conservative spheres such as literature and journalism. This process may be viewed as a gradual yet steady erosion of established stylistic norms and the emergence of a new, hybrid mode of writing in which digital culture occupies a central position.

The question of how Internet language affects the artistic and stylistic qualities of contemporary texts remains the subject of active debate. The fact that the Internet has become an integral part of verbal interaction is long evident. As noted by researchers, it is one of the questions is how and to what extent this sphere influences the language with which it is associated, considering that one of the key features of the modern Internet is the provision of communication, primarily verbal [2, p. 210–216].

In a certain sense, Internet language — with its abbreviations, slang, and distinctive stylistic devices — forms a kind of language within the language [3, p. 93–97]. Combined with the predominately young audience typically attracted to the digital environment [4, p. 665–669], this creates a specific layer of communication that does not fully belong either to everyday conversational speech or to subcultural jargon.

One of the key changes introduced by the Internet has been the democratization of tone in literary and media language. Social networks, blogs, and messaging platforms have shaped the expectation that a text should be maximally accessible and "alive." As a result, there is a shift from formal or grandiloquent styles toward a lighter, more conversational, and often ironic manner of expression. In journalism, this manifests in the active use of direct address to the reader, informal openings, and elements of humor or sarcasm. News articles increasingly aim to capture readers' attention in an era of information overload, leading introductory paragraphs to become shorter, more dynamic, and more expressive.

In terms of syntax and structure, the so-called "clip-style" has become widespread: short paragraphs, fragmented statements, and compositions resembling social media posts. This approach corresponds to the cognitive habits of modern audiences, accustomed to perceiving text in small portions. Hence the growing popularity of longreads, which enrich traditional newspaper-style narratives with visual inserts, personal remarks by the author, and interactive components.

However, these developments also entail negative consequences. The high speed of Internet communication, along with its hypertextual nature and fragmentation, significantly alters the linguistic habits of society. Alongside the democratization of style and the revitalization of expressive means, the Internet gives rise to ambiguous tendencies that are particularly noticeable in literature and journalism — fields that have traditionally valued expressive depth, richness, and structural complexity.

One of the most significant concerns is the pervasive trend toward simplification. Internet content forces authors to strive for extreme brevity, since modern readers are perceived as possessing limited attention spans. As a result, texts become increasingly fragmented: complex syntax, extended paragraphs, rhetorical devices, and elaborate metaphors are gradually supplanted by short formulations built on the "headline + meme" principle. Readers' tolerance for multilayered analysis diminishes, leading to a noticeable reduction in expressive tools.

Another serious issue is the spread of linguistic carelessness. The Internet has popularized writing practices characterized by orthographic abbreviations, deliberate distortions ("plz," "rn,"), and disregard for grammatical norms. When such forms migrate into literature or journalism, they may be interpreted as stylistic devices, yet without proper mastery of the norm they turn into plain illiteracy. The boundary between stylization and error becomes blurred, and with it — the line between artistic freedom and simple negligence. A number of studies already emphasize that Internet texts are marked by considerable illiteracy, attributed to the proximity of online communication to spoken language [1, p. 144–153].

Thus, the Internet does not merely influence the language of literature and journalism — it shapes an entirely new era of communication in which stylistic norms and genre boundaries become increasingly fluid. The primary challenge for authors today is to maintain a balance between the naturalness of Internet language and the cultural-literary richness of expressive means. It is within this balance that a contemporary style emerges — one capable of remaining both relevant and artistically meaningful.

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