

Internet as a Resource of Socio-Linguistic Researches

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Abstract: This study presents results of socio-linguistic researches, conducted on the base of messages on the internet forum. Researchers prove that specialized forums allow conducting analysis of linguistic living reality in natural environment for which reason represent are an ideal base for detecting peculiarities of language's functioning in various groups of people, united by sex, profession or interests. This research demonstrates specific nature of gender interpretation of male's image by means of comparison of messages from women's and men's forums; we have also covered in details an algorithms of detecting gender differentiation of linguistic means that form an image of the person. Tables and diagrams demonstrate the results of studies of attributive and predicative combinability of lexemes "man" and "the man's man" and their axiological component. Comparative analysis of women's and men's forums showed that there are more common features in interpretation of "man" concept that the differences and interpretation of "a man's man" notion demonstrates strongly marked gender specifics. Such format of internet communication as forum allows wide opportunities for learning corporate differentiation of linguistic means. The study demonstrates quantitative analysis data, selected by continuous sampling from fishing Internet portal www.matchfishing.ru. We made a conclusion that in social dialects of anglers the most frequent are the names of the objects (fish) and the instrument of activity (fishing tackle) and subject's nominations (fisher) are less frequent.

Key words: Sociolinguistics, internet resource, internet forum, gender, person's image, social dialect

INTRODUCTION

Sociolinguistics that established as an independent branch of linguistics at the second half of the 20th century, studies a wide range of questions that reveal connection between the language and social conditions of its existence. One of the central spheres of interest of sociolinguistic studies is social differentiation of the language. Thus, it is very important for science to understand peculiarities of functioning language in speech of various groups of people who are combined by profession, interests, age, gender, etc. This problem has been interested scientists for quite a long time already, but in the 21st century there appeared new aspects in learning traditional objects for sociolinguistics. For example, gender studies "are not already considering how gender influences communicative behavior and language usage of language but also which methods the language uses for constructing of gender identity in which communicative situations and types of discourse and with what intensity construction" (Kirillina, 2003; Gaifullina, 2010).

It is obvious that professional sublanguages have both common language and some specific traits that are of interest for sociolinguistics. Within the latest decades

languages of various subcultures and communities have been intensively studied (Solnyshkina, 2005; Mutigullina, 2005; Safiullina, 2008) much less studied are the languages of corporate communities, combined by interests rather than a profession. For instance, the language of field anglers at different times attracted Russian linguists, though the majority of studies was conducted in the 60-90s of the past century, however functioning of social dialect of anglers became a subject of special linguistic analysis only in the 21st century (Malikov, 2012; Bochina and Malikov, 2014). Meanwhile, in social dialects, unlike professional sublanguages, the objective is presented by cognition which combined characteristics of professional and naive consciousness which conditions the difference of corporate sublanguage from professional one and motivates scientific significance of studying peculiarities of communication, based on interests.

Sociolinguistics that occurred at the intersection of two disciplines uses the method and technique of studying sociology and linguistics as well as ethnography and social psychology. Internet allows widening set of tools for sociolinguistic researches.

Internet is rightfully considered one of the most significant breakthroughs of the 20th century. This virtual

informational space is unique and universal in its functions. It is not only a means for storing and spreading scientific, business, informative and entertaining information but also an instrument for communication. Internet is a huge storing field of any types of information, like: virtual books, text, graphic, video and audio information, archives and news. Each day the number of people using Internet grows at high paces and it turns into an essential means of communication, both personal and business one. In this connection, internet may become irreplaceable for conducting almost any type of investigation.

A large number of web forums, social networks and chats give an enormous amount of open-ended opportunities for communication between people of any age and with any interests.

Learning communication in the internet and functioning of language as a means of electronic communication today refer to one of the most topical and modern areas of linguistics. Influence of the internet on our thinking, communication or language becomes stronger and stronger and some scientists like Davis Crystal, speak about occurrence of virtual linguistic personality.

It appears that internet resources are unique base for collection of sociolinguistic data, since in this way in reflects the new form of speech "natural and situationally conditioned oral speech in its written expression (Kondrashov, 2004). Compared to traditional methods of collecting sociolinguistic data (direct observation, interviewing, survey, testing), collection of data with the help of the internet resources allows not only to save time and receive more information but also provide more objective data that one can obtain at traditional types of surveying respondents. Investigation of linguistic phenomena in internet environment allows conducting analysis of living reality of the language in natural environment.

The subject of this study is to detect peculiarities of gender and corporative differentiation of linguistic means in the internet discourse and also demonstrate the value of internet resources for sociolinguistic researches.

MATERIALS AND METHODS

For investigation of peculiarities of gender and corporative differentiation of linguistic mean in internet discourse forums offer wide opportunities. First, the form of natural oral communication in its written expression allows analyzing living reality of the language and reveals discursive peculiarities, basing on texts as material entity. Second, large massive of messages and significant

amount of active users, participating in communication, prove reality of existence of gender variability of linguistic world view and corporative social dialects in particular, sublanguage of anglers and also provide objectivity of synchronic snapshots of this or that social dialect. Third, written fixation of messages and informational technologies make collection and quantitative processing of empiric material much easier, increasing truthfulness of observations and conclusions.

The first study on gender peculiarities on the material of Russian-speaking forums was implemented in thesis of Gaifullina (2010). The Researcher proceeded from the fact that presence in RuNet specialized women's and men's forums allows making objective snapshot of female and male variant of linguistic world view (its specific fragments). In particular, we have investigated specific gender interpretation of man's image (Bochina and Miftakhova, 2014).

The source for the material was popular Russian-language forums (information as of 2013): men's forums: Sexnarod (1 514 082 user), Forum Volchat (47 729), Men's club (20 582), Forum of real men (18 281), Let's talk (15 948), Den.lv (6 006); women's: MakeCool (62 380), with women's eyes. The main forum of the country) (58 113), Coffee house (29 093), Womantalk (21 687), tocheck.net (20 227), W-world.ru (19 042), Just Lady (14 289).

Empirical base of the research was presented by 5000 of messages from women's and men's forums (representatives of two genders are shared equally).

Original algorithm has been developed with the aim of sociolinguistic study of gender interpretation of man's image in the Internet discourse. It consists of 3 stages. Analysis of verbalization peculiarities of man's image in female linguistic consciousness:

- Detachment of units that compile nominative field, their classification and ranging
- Recreation of categorical structure of human's nuclear nominations
- Definition of axiological component of key lexemes
- Reconstruction of human's image in female linguistic consciousness

Analysis of peculiarities of man's image verbalization in male linguistic consciousness:

- Detachment of units that compile nominative field, their classification and ranging
- Recreation of categorical structure of human's nuclear nominations
- Definition of axiological component of key lexemes
- Reconstruction of human's image in male linguistic consciousness

Revealing gender symmetry/asymmetry in interpretation of human's image by means of comparison of reconstructed images in male and female linguistic consciousness.

This research presents the main results of studying gender interpretation of man's image for more details see (Bochina and Miftakhova, 2010).

For the purpose of studying corporative differentiation of linguistic means in the internet discourse of anglers we used 9078 texts of messages, selected by continuous sampling method from internet portal www.matchfishing.ru, published within the period from 2004-2011. Thanks to possibilities of the internet and forum, we have performed accurate statistical analysis of collected material.

For realization of the tasks set, we have used descriptive method, continuous sampling method, method of component and contextual analysis. Additional methods were represented by methods of generalization and systematization of theoretical information, methods of qualitative data processing and classification and systematization techniques.

RESULTS

Gender diversities and objectification of the man's image were detected on the first stage of the study while detaching the units, comprising nominative field, their classification and ranging. Female users use more nominations of male gender in their messages (84), than users from man's forums (62).

In forum messages we found 36 gender-marked: typical for female language only (29 lexemes) or male language (7 words). Thus for instance, such nominations are used on female forums with regards to children,

including yet unborn ones. Only female users at explication of sexual drive use the lexemes with ironic or negative shade.

The most widespread lexemes in both male and female messages are such nominations as (man) (948/755) and (the man's man) (320/591). However, their usage varies much. Thus, women only thrice more often use neutral nomination of man while male users such preference is not so vivid. According to statistics, men use stylistically marked lexeme man's man almost twice more often than women do.

Comparative analysis of such lexemes in terms of gender showed common and different features within classifiers, content, vividness and axiology of cognitive features as well as opposed accentuation of judgment layer for nominations man's man in female and male linguistic cognition.

Regardless of the fact which lexeme is used for denomination of representative of male sex, it is often reserved with a range of specific ideal qualities which originates from stereotype of masculinity, existing in consciousness of users. Such important characteristics are intelligence and physical power which are present in representative of male sex all cases.

Users have peculiar expectations which they refer either to man or to the man's man, so-called gender stereotypes. The choice of this or that nomination is made by both men and women, based upon various groundings.

Attributive and predicative combinations of man nomination (Table 1 and 2) allow recreating invariant of a person of male sex on male and female forums: this is a "leader" who has some specific appearance, often attractive, he has a family and is able and must keep and support it; he is always responsible for himself and other

Table 1: Attributive compatibility of man nomination according to data taken from male and female forums

Classifiers (Man what kind of person is he?)	Relevances		Vividness index		General cognitive attributes (number of appellations at ff and mf)
	Ff	Mf	Ff	Mf	
Character and temperament	25	12	36	26	Respecting oneself (2/2), responsible (6/2), determined (1/1)
Appearance	25	7	31	8	Attractive (1/1)
Uniqueness of the object	14	12	43	28	Such (10/2), other (8/1), each (5/10), rare (3/1), any (2/3), some (1/1), the best (3/2), unique (3/1)
Perfectness of the object	13	9	64	59	True (23/36), normal (17/15), ideal (10/2), good (3/1) dignified (1/1)
Relationships with woman	14	4	49	5	First (12/2), dear (21/1), loving (3/1)
Social status	9	7	43	9	Married (15/3), divorced (1/1), successful (1/1), free, accomplished (3/1)
Belonging	6	1	44	3	One's (7/3)
Intellectual properties	8	3	35	13	Clever (28/11)
The level of material security	4	1	8	1	-
Life experience	3	4	4	4	Mature (2/1)
Education, cultural level	2	5	4	5	-
Physical characteristics	2	1	11	17	Strong (10/17)
Habits	2	1	2	4	Smoking (1/4)
Others	2	1	2	1	-
Attitude to labour	1	-	1	-	-
Attitude to material values	1	-	2	-	-
Age	1	2	1	7	Mature (1/1)
Total	131	69	-	-	-

Table 2: Predicative compatibility of man nomination according to data taken from male and female forums

Classifiers (Man what does he do?)	Relevances		Vividness index		General cognitive attributes (number of appellations at ff and mf)
	Ff	Mf	Ff	Mf	
Typical activity	41	47	76	76	Makes the first step (9/2), make decisions (7/1), understands/will understand (1/7), takes initiative (8/3), protects (8/1), cooks (2/5), cheats on (2/11), phones (1/1), decides (1/1)
Relationships with woman	31	41	43	55	Kisses (7/3), loves (woman) (2/13), demonstrates/ confirms to a woman that he is more clever than she is (1/1)
Attitude to material values	8	8	59	42	Pays (32/23), earns money (20/13), never takes money from a girl (1/1)
Attitude to family	10	4	11	4	Loves his wife (1/1)
Typical social behavior	8	8	14	8	Marries (3/1), is (woundily) afraid to get marry (1/1)
Professional activity	3	1	3	1	-
The level of independence in activities	2	3	7	3	Does everything on himself (5/1), takes decisions independently (2/1)
Appearance	3	2	3	2	-
Intellectual properties	3	1	3	1	-
Life experience	2	-	2	-	-
Habits	1	-	2	-	-
Definitive smell	-	2	-	4	-
Total	112	117	-	-	-

people; he loves women, he doesn't give reason to doubt in his maturity, expertise, wisdom and competence in any issue and existing fear for future family life and such vicious habit as smoking by no means derogates his merits. What comes to judgment valuation of man nomination, it is irrevocably presented as a positive one by representatives of both sexes (Fig. 1).

Predominance in female forums attributes that were detected via form "Man what kind of person is he?" (131) (compare to "Man what does he do?" 112) and predominance in male forums attributes that were detected via form "Man what does he do?" (117) (compare to "Man what kind of person is he?" 69) gives evidence of the fact that while making categorization to man, women first of all pay attention to qualitative attributes while men pay attention to typical activity.

In modern world women consider man's obtained (achieved) social status and intellectual abilities to be very important. They wish to see a man as a successful person who accomplished in career and has a family. No one needs divorced losers. Women often discuss men's character traits and temper. Women, often using the attributive "my", emphasize that they wish to have relations with responsible, independent and financially strong man who is not lacking visual appeal as well.

Besides for the qualities, detected in general cognitive consciousness, users of male forums also mention demonstration of love and infidelity at the same time. At this in both cases one and the same goal is pursued to emphasize one's sexual force. Another significant factor of manifestation of sexuality is specific smell which may drive women crazy.

While man's portrait in consciousness of women and men is defined by a number of general stereotypical characteristics, the image of "the man's man" varies depending on the person who describes it (a woman or a man).

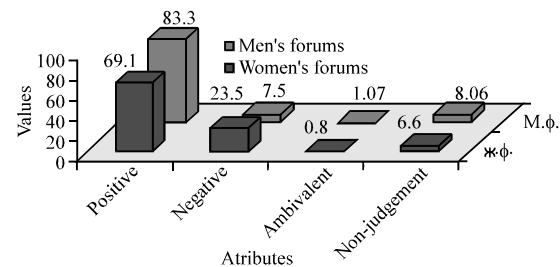


Fig. 1: Judgment layer of man nomination in the internet discourse

To the same extent (Table 3 and 4) users consider "the man's man" to be intellectually and physically developed person who is financially independent and experienced and who is sure to be infidel has work and likes to drink alcohol. However, mentioned characteristics as well as the appearance of "the man's man", his social status, character, temperament, typical activity and relationships with women are estimated in different ways by women and men.

In women's consciousness the man's man is an 'egoist' who doesn't want and is not able to keep faith to work to study to keep a healthy lifestyle; he is not visually attractive, since he has a lot of hair on his body. Besides, women consider the man's man to be an aggressor. This explains domination of attributes with negative semantics while evaluating the man's man (64.75%) (Fig. 2).

Users of male forums by contrast, see the man's man as a sample of masculinity which combines all qualities that are significant for men. This is a person who has established financially and builds a career who is decisive, courageous, determinative, understanding and responsible; he is proud of his woman but he doesn't wish to commit himself to marriage bonds, since he always

Table 3: Attributive compatibility of the man's man nomination according to data taken from male and female forums

Classifiers (The man's what kind of person is he?)	Relevances		Vividness index		General cognitive attributes (number of appellations at ff and mf)
	Ff	Mf	Ff	Mf	
Appearance	14	13	25	15	Handsome (3/3), unshaven (3/1), hairy (2/1)
Perfectness of the object	10	5	41	41	Normal (13/25), true (12/13), right (1/1)
Uniqueness of the object	10	10	15	21	Some (3/2), each (3/2), one (1/1), new (1/1), any (1/6)
Character and temperament	7	6	15	12	Respecting himself (1/1)
Social status	3	2	18	3	-
Belonging	3	-	12	-	-
Age	4	3	6	7	Mature (1/1)
The level of material security	2	1	5	3	Wealthy (2/3)
Life experience	3	2	3	2	Mature (1/1)
Definitive smell	2	-	4	-	-
Intellectual properties	1	3	14	13	Clever (14/11)
Physical characteristics	1	1	3	8	Strong (3/8)
Habits	2	1	11	1	Drunk (10/1)
Nationality	1	1	8	1	Russian (8/1)
Relationships with woman	1	4	1	8	Loving (1/1)
Education, cultural level	-	1	-	1	-
Total	63	53	-	-	-

Table 4: Predicative compatibility of the man's man nomination according to data taken from male and female forums

Classifiers (Man what kind of person is he?)	Relevances		Vividness index		General cognitive attributes (number of appellations at ff and mf)
	Ff	Mf	Ff	Mf	
Typical activity	28	22	40	43	Gets it outside (3/6)
Relationships with women	16	14	17	15	-
Typical social behavior	3	1	3	3	-
Attitude to family	4	3	4	3	-
Professional activity	2	2	6	10	Has a job (1/9)
Life experience	1	-	1	-	-
Attitude to material values	1	3	1	9	-
Definitive smell	1	-	2	-	-
The level of independence in activities	-	1	-	1	-
Habits	2	1	5	4	Drinks vodka (2/4)
Appearance	1	1	1	1	-
Education, cultural level	-	1	-	1	-
Total	59	49	-	-	-

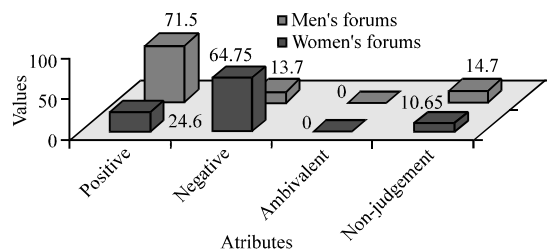


Fig. 2: Judgment layer of the man's man nomination in the Internet discourse

tries to diversify his sexual life. Even if the man's man drinks alcohol, it is considered to be normal. That's why the man's man lexeme is assessed positively in male forums (71.5%) (Fig. 2).

In male forums cognate usual words man and the man's man are often used as synonyms while in female forums such words are used as contextual antonyms.

As it can be seen from the investigation performed, the following features are the common in representation

of man's image in Russian-speaking internet: the same lexico-semantic groups that form nominative field, symmetry of a large number of nominations (55), coincidence of a range of classifiers and cognitive differential attributes for nominations man and the man's man, similar (positive) connotation of man lexeme.

Asymmetry in objectivities of man's image in female and male forums is manifested in different representation of lexico-semantic groups of nominative filed in women's emotionality while identifying a person of male sex in gender markedness of some lexemes in differences in number and content of attributive and predicative combinations of key nominations; unequal vividness of classifiers and separate cognitive differential attributes of categorical structure in polar judgments of the man's man lexeme.

Let us move to examination of peculiarities of corporate internet communication. It is obvious that for professional communication the most significant are denotative spheres, connected with denomination of

Table 5: Significance of professionally marked vocabulary in the Internet discourse of anglers

Topic group	No. of denominations	Rating of nominative fractionality	No. of appellations	Frequency rating
Denomination of fish	204	1	39511	1
Fishing tackle	107	2	15386	2
Denomination of the fisher	86	3	2241	3

Table 6: Classification of fish denominations that are functioning in the Internet discourse of anglers

Lexico-semantic group	No. of denominations	Rating of nominative fractionality	No. of appellations	Frequency rating
General denominations	54	1	9299	2
Denominations of bream	42	2	9487	1
Denominations of roach	29	4	8094	3
Denominations of perch	38	3	4140	5
Denominations of crucian carp	20	6	2039	6
Other denominations	21	5	6452	4
Total	204	-	39511	-

Table 7: Classification of fishing tackles that are functioning in the internet discourse of anglers

Lexico-semantic group	No. of denominations	Rating of nominative fractionality	No. of appellations	Frequency rating
General denominations	1	5	1047	4
Fishing rods	52	1	10072	1
Baits	29	2	1319	3
Fishing lines	13	3	2779	2
Prohibited tackle	12	4	169	5
Total	107	-	15386	-

Table 8: Classification of anglers' denominations that are functioning in the internet discourse of anglers

Theme line	No. of denominations	Rating of nominative fractionality	No. of appellations	Frequency rating
General denominations of fisher	4	5	895	2
General denominations of angler	13	3	200	4
Denomination of fisher according to tackle used	45	1	904	1
Denomination of fisher according to attitude to fish and fishing conditions	15	2	50	5
Characteristic denominations of angler	9	4	203	3
Total	86	-	2241	-

subject, object and instrument of labour activity. Accordingly for anglers' discourse significant are the names of fisher, fish and tackle. Material analysis proves that the words, denoting instrument and object of labour activity are more important for communicants than subject's nomination. The study has shown that in discourse of anglers 397 nominations of object, subject and the instrument of labour activity are used, only 18% of which are codified while 82% of nominations are beyond the literary norm and are detected for the first time (Table 5).

The most frequent topic group is angler's cup of tea the fish. In internet discourse 45 codified denomination of fish are used and 159 non-codified lexemes which proves expressively emotional attitude of anglers to their hobby (Table 6).

Instruments for fishing are the second most significant denominations. We have detected 20 codified and 87 non-codified denominations of tackle which indicates on linguistic creativity of fisher users, motivated by the need in specialized, more fragmented identification of various types of tackle, comparing to usage (Table 7).

The least important category in terms of quality and quality is lexico-semantic group that denotes the fisher. In the discourse of anglers, we have found 86 denominations of fisher, only 8 of which are usual ones while 78 nominations were not fixed in National Frame of Russian language (Table 8).

Beside the above mentioned, peculiarity of functioning of anglers' vocabulary the internet discourse is conditioned on the one hand, specificity of social dialect of people, united by common hobby, seek to marking of affiliation with a certain subculture, linguistic creativity, emotionally expressive attitude to subject, object and instrument of one's hobby.

On the other hand, peculiarities of language of internet communication have a great impact on anglers' discourse which is manifested in language compression, transmission of meaning with the help of graphics that notes at expressively judgmental connotations, presence of digital transformation of words in usage of element of "Olbanian language" as well as graphical modifications of linguistic units. Some of these modifications are never used in oral speech.

CONCLUSION

As it can be seen from the above, forum is a “universal” set of texts for studying of concepts in terms of gender asymmetry. After comparison of messages form male and female forums, we have detected expressly vivid gender component in interpretation of man’s image by the internet users.

A huge amount of objective information is provided by the internet for other types of sociolinguistic researches as well for instance for investigation of some corporate languages.

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