THE USE OF LANGUAGE IN THE FIELD OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) WITHIN THE LINGUISTICS SCOPE

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Abstract: The tendencies of research in ICT discourse within contemporary linguistics focus on the impact of digital technology on language use and communication patterns. The article signifies the examination and analysis of language usage within the context of ICT from a linguistic perspective. Several scholars have conducted research on various aspects of ICT discourse, including computer-mediated communication, the effects of social media on social relationships, the use of technology in education, and the cultural and social implications of digital technology. These studies deepen our understanding of the complex relationship between language, technology, and human communication.

Key words: scientific discourse, ICT discourse, social media, instant messaging, online forums, blogs, emails, digital communication.

INTRODUCTION

Only in the New Era scientists set themselves the tasks of "discovering" science, popularizing it among the general public, presenting scientific knowledge to all people, and using scientific discourse as a space for communication with society. To fulfill the tasks, first in London, and then in the coffee houses of other European cities, scientific discussions and public lectures were organized. This is also reflected in scientific texts that contain elements of oral speech.

In the 21st century, the rapid development of science, the sharp increase in the amount of information, the integration of scientific directions, the globalization of the world, the introduction of IT technologies into scientific activities and scientific communications, the increasing number of collective scientific researches in different parts of the planet, the popularization of science, the scientific method allowed to be integrated into the literary language. As a result, the interest of linguists in the study of scientific discourse has increased. The distribution of scientific works on the study of scientific discourse can be described in the form of a three-vector diagram, in which studies devoted to the comparison of scientific discourse on the example of different languages - the first vector, subdiscourses (scientific discourses operating in different scientific fields) to the second vector, and scientific discourse units of different levels to the third vector (analysis of lexicon, metaphor, etc.) can be included.

The studies on Information and Communication Technologies (ICT) in discourse analysis have significantly intensified over the years, with contemporary linguistics becoming more interested in understanding the impact of digital communication on everyday communication.

With the advancement of technology, ICT discourse transcends language, crossing over to different cultures and social phenomena, leading to a more complex and dynamic linguistics of ICT. The following are some of the tendencies of research of ICT discourse in contemporary linguistics:

1. Digital media discourse

Digital media has transformed the way we communicate, with many people relying on social media, instant messaging, online forums, blogs, and emails to interact. Therefore, contemporary linguistics has shown increased interest in digital media discourse, investigating how these communication channels affect language use, register, and style. Furthermore, research topics like trolling, cyberbullying, cyberhate, fake news, and disinformation have emerged from digital media discourse, which are now at the forefront of contemporary linguistics.

2. Computer-mediated communication (CMC)

Computer-mediated communication refers to communication that takes place through digital devices like computers, smartphones, and tablets. Contemporary linguistics has shown interest in studying how people use CMC in conveying and producing meaning, how CMC affects language use, and how it differs from face-to-face communication. Studies have shown that CMC allows users to manipulate their language style, register, and identity, leading to a new dimension of ICT discourse.

3. Multimodal discourse analysis

Multimodal discourse analysis is an analytical framework that examines how meaning is made across multiple semiotic resources, including language, images, and sounds. Contemporary linguistics has increasingly turned to multimodal discourse analysis to understand how ICT discourse operates, with a particular focus on how digital media affects the way people perceive and interpret meaning.

4. Corpus Linguistics

Corpus Linguistics is a methodology used in linguistics to investigate language use by analyzing large collections of texts known as corpora. With the rise of digital technology and access to enormous data sets, contemporary linguistics has utilized Corpus Linguistics to investigate the nature and characteristics of ICT discourse.

Corpus Linguistics has been used to examine the vocabulary and grammar of digital media discourse, and how it differs from traditional face-to-face communication.

In the sciences that study Internet communication, Internet communication is usually understood as a special communication and information environment or a communication space mediated by an electronic communication channel [1]. At the same time, the term electronic discourse or electronic communication is used by scientists who describe the characteristics of speech activity and the functioning of language in an electronic environment [2].

Some researchers working in this direction also "distinguish" the concepts of electronic communication and electronic discourse. The concept of electronic discourse is considered to be a narrower concept that describes the linguistic and speech characteristics of computer "text" communication studied by methods of discursive or linguistic analysis Thus, electronic discourse is an integral part of the broader concept of electronic communication [3]

This environment is characterized by the following features: virtuality, interactivity, hypertextuality, globality, creativity, mosaic and anonymity [4]. Some linguists add to the characteristics of this environment such features as the absence of non-verbal elements of communication; erosion of social norms and restrictions, construction of new social and linguistic identities. Also, this environment is characterized by automation, access to database technologies, multimedia, temporal and spatial independence, voluntariness and expediency of communications; the difficulty of the emotional component of communication, combined with a constant desire to replace it (smileys, emoticons, paragraph emoticons) [5]. However, it should be noted here that the manifestation of these characteristics in the environment is very vague and relative. For example, given

the features of the chat, there is no possibility of anonymity. This is prevented by the open advertising of social networks in the Internet space or the complete self-disclosure of a person on a personal web page. According to a number of computer communication theorists, the anonymity, "manipulability" and "constructivity" of the Internet space require a gradual revision of its "social boundaries" (boundary shift or boundary negotiations). Because the transformation of public to private, local to global; the alien can be taken as one's own, and the private and secret can be public or open to an unlimited number of people [6].

Although there are currently several classification systems for the structured description of Internet communication, the most common classification is based on the number of communicators involved in it. Depending on this, the following types are distinguished:

• from person to computer;

• from one (person) to another;

• many to one;

• one to many;

• from many to many [7].

In parallel, there are other classifications. Thus, depending on the type of entities with which Internet communication is carried out, there are:

1) communication of the real subject with the real partner (e-mail, newsgroups, ICQ and other Internet pages, SMS messages, discussion forums, e-mail lists, etc.);

2) communication of a real subject with a subjective object as an imaginary partner (interactions with mail robots, computer games, websites, etc.);

3) communication of imaginary partners (interaction of intelligent computer agents, interaction with DNS servers, etc.) [Bondarenko 2004: 198]. (pages 34-35).

ICT discourse includes 4 main categories: computing and information technologies, broadcasting, telecommunications and the Internet.

Conclusion.

The rise of ICT has changed the way we communicate and interact, leading to new research topics and areas of interest in contemporary linguistics. Digital media discourse, computer-mediated communication, multimodal discourse analysis, and Corpus Linguistics are examples of tendencies in ICT discourse research that have gained more attention in contemporary linguistics. Understanding how these communication channels affect language use and the delivery of meaning is of utmost importance in today's digital age.

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