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Лингвистика компьютерного дискурса

Конспект лекций

Направление подготовки: 032700.68 «Филология. Английский язык» (магистратура, 1 курс, очное обучение)

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Дисциплина «Лингвистика компьютерного дискурса»

Количество часов: 72 (3 зачетные единицы, 1 семестр, практических занятий – 28, лекционных – 8. самостоятельной работы – 36, форма контроля – зачет)

Аннотация: Предметом курса является глубокий анализ жанровых и стилистических особенностей и характеристик форм и видов компьютерного дискурса. Курс охватывает следующие виды электронного дискурса: электронная почта, чат-дискурс, форумы, компьютерные конференции, интернет-дневники (блоги), а также твиттер и дискурс смс. Курс направлен на изучении их структуры, особенностей и существующих классификаций, а также охватывает направления в их исследовании в отечественной и зарубежной лингвистике. В круг основных целей и задач дисциплины «Лингвистика компьютерного дискурса» входят: 1. Расширить уже имеющиеся представления студентов о видах и формах компьютерной коммуникации, а также разновидностях современного электронного дискурса как типа текста. 2. Ознакомить студентов с параграфемными, лексическими, а также жанровыми и стилистическими особенностями компьютерного дискурса, а также с направлениями в их изучении в отечественной и зарубежной лингвистике. Подготовленный материал можно изучать самостоятельно, выполняя предлагаемые задания, подготавливая письменные рефераты, устные доклады на семинарах и проводя самоконтроль усвоения материала с помощью вопросов к лекциям и тестов.

Темы:

1. CMC, its peculiarities, forms and functions
2. The linguistic peculiarities of Twitter
3. Discourse of e-mail
4. Discourse of sms
5. Chat-discourse and its varieties

6. The linguistic aspects of forums, newsgroups and electronic conferences

7. Discourse of weblogs (internet diaries; live journals) and guestbooks

8. Weblogs and their functions

Ключевые слова: CMC, discourse, linguistics, users, interaction, communication

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URL электронного курса в MOODLE:

http://tulpar.kfu.ru/course/view.php?id=1584

Оглавление

Лекция 1. CMC, its peculiarities, forms and functions

Введение. The definition of CMC and its main peculiarities

Аннотация The lecture covers the main aspects of CMC.

Ключевые слова CMC, computer, mediation, communication, electronic discourse

Methodical recommendations:

1. Study the presentation to get the general information about the forms and the functions of CMC

2. The questions for discussion are aimed to help you to understand the details

3. As a practical tasks it's recommended to watch the video clip and write an essay

Online recourses:

1. http://ils.indiana.edu/faculty/herring/pubs.html

2. http://www.languageatinternet.org/articles/2007/761

3. http://www.let.rug.nl/redeker/herring.pdf

4. http://cpsr.org/issues/womenintech/herring/

5. http://books.google.ru/books?id=sYqmA3BHkPkC&pg=PT88&lpg=PT88&dq=CMC+herring&source=bl&ots=lfM-S1foNJ&sig=NhDy_iGCgbW5D4LqxK-ipmJxe9c&hl=en&sa=X&ei=TO1bU7-GAYWyywOXg4LYBg&ved=0CH8Q6AEwCTgK#v=onepage&q=CMC%20herring&f=false

6. https://www.academia.edu/443650/Computer_Mediated_Communication_and_its_Affect_on_the_Social_Functioning_and_Psychological_Well-being_of_Traditional_Aged_College_Students

7. http://www.ascilite.org.au/ajet/ajet21/li.html

8. http://cpsr.org/issues/womenintech/herring/

Abbreviation list

CMC – computer-mediated communication

MUD - multi-user dimension

IRC – Inter-Relay Chat

Glossary

CMC - an interpersonal interaction, exchange of verbal messages, mediated by connected in net computers, expressing certain intentions of the communicants and regarding the communication in different spheres and cultures.

Nick - nickname users create or choose for their communication as a part of their identity.

"Digital genre" - all the forms of digital technology, which are not restricted by the computer or Internet (e.g. mobile technologies, SMS)

Topics for discussion

1   The form of CMC

2   The peculiarities and functions of CMC

3   CMC users

4   The main CMC types

Introduction. The form of CMC.

The Internet is regarded as an electronic, global and interactive medium. According to D.Crystal, the most fundamental influence of this medium on a language arises out of the electronic character of the channel. There are certain linguistic activities which an electronic medium allows that no other medium can achieve. Both a sender and a receiver are constrained linguistically by the Internet ant the hardware it is linked to. So studying CMC is actually trying to find out what the various facilitations and limitations are. The evolution of Netspeak, as D.Crystal calls it, illustrates a real tension between the nature of the medium and the aims and the expectations of the users. And the heart of this matter is supposed to be its relationship to spoken and written language. So what makes netspeak so interesting as a form of

communications is the way it relies on characteristics belonging both speech and writing.

The topic of the lectures is focused on electronic discourse transferred by different computer-mediated devices, which actually enable computer-mediated communication (CMC). This term has been commonly accepted by most foreign linguists [Wilde 2002; Herring 1996], although the term "Netspeak" is also used by David Crystal [Crystal 2001]. The term CMC reflects its mediation by computer and is also defined as communication between users [Geers 1998], real-time text-communication [Werry 1996], the combinations of oral and written speech bites [Bechar 2001]. As S.Herring stated, computer-mediated communication is communication that takes place between human beings via the instrumentality of computers. L. Schipitsina has extended this definition: CMC is an interpersonal interaction, exchange of verbal messages, mediated by connected in net computers, expressing certain intentions of the communicants and regarding the communication in different spheres and cultures.

Nearly all kinds of communication are presented in CMC:

- by the quantity of the users (interpersonal communication, group communication, mass communication)
- by the direction of speech flow (monologue, dialogue)
- by the status of the participants (personal, institutional communication)
- by their culture (monocultural or intercultural communication) [Schipitsina 2011].

We will focus on the text-based CMC, in which participants interact by means of the written word, by typing a message on the keyboard of one computer which is read by others on their computer screens either immediately (synchronous CMC) or later (asynchronous CMC) [Herring 1996]. These texts are regarded as the visible results of their communication, which are embodied in typical genres-the forms of the communicative interaction of the participants in CMC (e-mail, social site, personal website etc.) [Schipitsina 2011].

More and more people around the world get engaged into this communication following different purposes: from "small talk" to running businesses online. According to the annual research of the German TV channels Ard/Zdf, the use of Internet in Germany has grown up this year to 51,7 Mio., which is 73,3% of the population. Elderly people get actively involved in the CMC (34,5%). It can be compared with the year 1997 when only 6,5% of the German used the possibilities of Internet.

The phenomenal growth of Internet-use and CMC has captured both popular and scholarly imaginations. A great number of the empirical studies of CMC have been carried out both in our country and abroad.

We can point out the following key directions in its research:

- *sociopsychological* [Doering 2000; Lynn 2009; Schmaus 1999; Suler 2001]
- *linguistic* [Herring 1996;Werry 1996; Runkehl 1998; Wilde 2002]
- *pragmatic* [Mause 1997; Beisswenger 2001, 2005].

In the linguistic branch of CMC research Russian scholar L.Schipitsina points out 5 tendencies of its investigation:

- *Communicative approach* (Internet is regarded as a communication mediator) [J. Runkehl, P. Schlobinski, T. Siever]. The representatives of this branch specify CMC as a form of communicative interaction, mediated by a certain channel and asd a form of speech.
- *Stylistic* [Crystal; Ivanov; Kusnetzova] . The scholars here focus their attention on the "Netspeak" and its phonetic, grammatical, lexical features. This aspect enables us to characterize CMC as a new functional style and to compare the Internet realization of some functional style with its existing traditional form.
- *Genre direction* is based on the study of digital genres in the frames of the applied linguistics. The representatives of this direction [K. Crowston, M. Williams; Goroshko; L. Breure, E.-M. Jakobs] focus on the question of the application of the traditional genre theory to Internet, trying to define the term "digital genre" and to classify Internet-genres.

- *Discursive approach.* The representatives of this approach deal with the discursive strategies of CMC participants, the construction of their identity in the Intrernet [H. Bechar-Israeli, D. Huffacker].
- *Medialinguistic study* of CMC concentrates on the representation of mass-media in Internet. This study is based on the theories of journalism or mass communication theories. It focuses on the aspects of hypertext information in the Internet, compares Internet news with its printed version etc.[A.A. Kalmykov, L.A.Kokhanova] [Schipitsina 2011].

According to S. Herring, the mode of CMC as a communicative medium, is neither simply speech-like nor simply written-like. Though CMC bears similarities in its textual aspects to written discourse, it differs greatly in others, namely pronoun and auxiliary use. As both written and spoken discourse CMC is affected by the numerous social structural and social situational factors which surround and define the communication taking place [Herring 1996]. The resemblance to both oral and written discourse is a characteristic feature of CMC, especially in synchronous computer-mediated interactions, for ex. in chat-communication, sms, instant messaging.

Russian scholars [Morgun 2002; Rosina 2005; Trofimova 2005; Mickhailov 2004] point out the following common peculiarities of CMC and face-to-face communication:

1) the form of CMC

1. CMC takes place in the virtual surrounding, its users create their virtual reality simultaneously, and they are close but apart.
2. CMC-messages get fixed and archived what enables the possibility of their correction and research
3. The communication is mediated by computer what supposes that the users should have the basic skills of its operation
4. CMC can be characterized as purely verbal, textual communication with the lack of non-verbal elements like gestures, mimics, prosody (voice pitch, intonation) etc.

5. CMC is global: users from the whole world are free to participate in it, communicate, and construct multi-cultural communities. Some Russian scholars [Mickhailov 2004] use the term "mega society" in this relation

6. CMC is hypertextual, it is carried out not only by means of texts but also with the help of images (emoticons) which perform significant functions in the process of CMC.

7. The behavior of the users in CMC is regulated by certain rules (netiquette), which is aimed to direct their cooperation and interaction.

The peculiarities and functions of CMC

1) The users try to type as quickly as they speak, so they develop their own system of abbreviations, acronyms etc. Their messages are brief, in particular in synchronous CMC

2) CMC enables lots of possibilities for the users' self-presentation in the virtual world: it gives them the unique opportunity to experiment with different social roles, statuses and behavior models.

Prof. D.Crystal points out the following major differences between Netspeak and face-to face conversation:

-the lack of simultaneous feedback (when we send a message to someone it rests in our computer until we "send it", the receiver doesn't see it line by line, the whole message is transmitted at once). While we are speaking, we are watching the person's reaction to our message. In CMC there is no way for the participant to get a sense of how successful a message is, while it is being written.

-the rhythm of an Internet interaction is much slower than in a speech situation. In some asynchronic types of CMC a response to a stimulus may take from seconds to months. From the recipient's point of view, the lack of an expected reaction is ambiguous as there is no way of knowing whether the delay is due to transmission problems or to some "attitude" on the sender's part.

- Netspeak lacks the facial expressions, gestures and conventions of body posture and distance. This limitation was noted early in the development of Netspeak and led to the creation of emoticons (smileys). Moreover, a rapidly constructed

electronic message may seem rude, and a smiley defuses the situation. Some scholars perceive in the lack of physical cues a potential freedom from limiting gender, class, ethnic and other status-based prejudices; they claim that CMC is democratic-one is judged on the merit of what one says, not on who one is. This observation leads to one global question from S.Herring: to what extent the does the computer medium alter human interaction and how do people introduce their existing patterns of behavior onto CMC? What do you think?

 Some features of spoken language are often present in Internet writing (short constructions, phrasal repetitions and a looser sentence construction). The informality is gained be the use of colloquial grammar and vocabulary and a readiness of users to introduce a language play. Netspeak tries to be like speech, but, according to some scholars, it remains some distance from it. They claim that it lacks reaction signals (m, mhm, yeah..), comment clauses (you know, you see, mind you). Do you agree?

CMC users

1) Most types of CMC give the users the possibility to dose the amount of information they give about themselves. CMC communication is mostly anonymous. One of the powerful linguistic tools of the identity construction is the nickname they choose for their communication as a part of their identity. It may reveal their aims, desires, dreams and fantasies. Following H.Bechar, "nicks are a critical means of presenting ourselves <…> The variety of nicks provide a rich corpus for psychological, socio-anthropological and linguistic studies" [Bechar 2001].

2) CMC provides the users the opportunity to construct contacts with the others, they are free to keep in touch or to break the interaction any moment.

3) CMC is always interactive: users simultaneously play the part of text-creators and the readers.

4) CMC is temporal (users have the possibility to edit the text before sending, to delete it from the website etc).

5) CMC users enjoy the opportunity of taking part in several discussions

simultaneously, what is peculiar for chat-communication, forums and computer conferencing

According to L. Schipitsina, the technical parameter of synchronism influences the most on the linguistic peculiarities of CMC. Synchronous and asynchronous monologue genres are polar opposite in CMC, being oriented to the oral or to the written speech. The other genres are more or less synchronous being frequently updated. The features of oral communication in these genres are aroused by technical or pragmatic reasons (the desire of the communicant to imitate the "small talk"). The factors stated above in the combination with the literary norm of the certain language form a new medial variant of a language in CMC, called mediolect [Schipitsina 2011].

CMC discourse applied to CMC is a process of the communicative activity of the users, mediated by a computer and telecommunication nets [Schipitsina 2011].

The main CMC types

CMC develops its typical communication types. Some scholars claim that for the accurate and complex CMC description it makes sense to use the term "CMC genre", which is regarded as a stable form of speech activity, formed by CMC users in the process of their communication. They also use the term "digital genre", which is broader as it refers to all the forms of digital technology, which are not restricted by the computer or Internet (e.g. mobile technologies, SMS) [Schipitsina 2011].

L. Schipitsina suggests the following model for the description of CMC genres [Schipitsina 2011].

Chart 1. The model for the description of CMC genres

Medial parameters	Pragmatic parameters	Structural and semantic parameters	Linguisic (stylistic) parameters
-hypertextual -synchronous -interactive -the number of the participants	-communicants -the aim and the sphere of communication	-the main topic -the subtopic -textual units	-lexical -morphological -syntactical -stylistic devices

Chart 2. CMC types

Parameters	CMC types			
	Chat	e-mail	Newsgroups	MUD
synchronism	+	-	-	+
form of expression	script/ASCII	script	script/ASCII	scrypt/graphics
interactivity	+	+	(+)	+
control	+	(-)	+	+
archivation	(-)	+	+	+
availability of information	+	+	+	(+)
access	(+)	-	(-)	+
basic use	Smalltalk	work/education	topic-determined	game
polichrony (the simultaneous use of several types)	(+)	+	+	(-)

Chart 3 Medial classification of CMC genres

CMC service	Electronic genre
Electronic mail	electronic message
	mailing list
Newsgroup	newsgroup
IRC, ICQ	chat
MUD	multi-user world
WWW	website
	forum
	weblog
	search engine
	web-catalogue
	Internet-shopping
	digital library
	social site
	Twitter

The functional classification of CMC genres is based on the main function of the certain genre in the process of communication. This classification is presented by:

-informative genres (news, search engines, mailing lists, electronic libraries etc)

-social genres (chat, e-mail, forums, newsgroups, twitter, facebook etc.)

- directive genres (Internet-shops, Internet-auctions etc.)

-presentational genres (weblogs, personal websites)

-aesthetic genres (web poetry, web novels, web fiction)

-entertainment genres (MUDS, role-play games) [Schipitsina 2011].

Tasks and questions for discussion

1. How can CMC be defined? Give several definitions.

2. What makes CMC special?

3. What kinds of communication are presented in CMC?

4. What may be the purposes of people engaged in CMC?

5. What are the main tendencies in its investigation?

6. What are the common and distinctive features in CMC and face-to-face communication?

7. What model can be used to describe a type of CMC? Is it effective?

8. What is a CMC genre? What classifications of CMC genres can you name?

Лекция 2. The linguistic peculiarities of Twitter

Введение. The definition of Twitter, its history and structure of tweets

Аннотация The lecture covers the main aspects of Twitter, touches upon its history, functions, types of tweets and its linguistic features

Ключевые слова twitter, tweet, post, interaction

Methodical recommendations:

1. Study the presentation to get the general information about the functions of Twitter

2. As a practical task study the tweets and do the tasks (ex., *Define the functions of the @ sign in the tweets)*

Online resources:

1. https://www.academia.edu/6808839/A_Topological_Approach_for_Detecting_Twitter_Communities_with_Common_Interests

2. https://www.academia.edu/6738464/Collaborative_Discourse_Practices_in_Political_Online_Communication_Joint_Digital_Storytelling_on_Twitter._A_French-German_Comparison

3. http://www.twitonomy.com/

4. http://www.sciencedirect.com/science/article/pii/S0883902610000856

5. http://www.youtube.com/watch?v=NzRkszaGBbY

6. http://www.textology.ru/article.aspx?aId=224

7. http://www.science.crimea.edu/zapiski/2011/filologiya/uch24_21f/0010.pdf

8. http://web.snauka.ru/issues/2013/06/25034

Glossary

Twitter - a web-based microblogging service that allows registered users to send short status update messages to others

Information sources – users who post news and tend to have a large base of "followers".

"Followers" - those who have subscribed to the user's feed

Friends - most users, including family, co-workers, and strangers.

Information seekers - users who may post rarely but who follow others regularly

Tweet - a twitter post / message

Topics for discussion

1   Twitter and its history

2   Types of tweets

3   The main functions of twitter

Twitter-interaction. Twitter is a web-based microblogging service that allows registered users to send short status update messages to others—is a new social software phenomenon that is attracting attention from the popular press and, increasingly, from scholars [Herring 2009]. Launched in 2006, Twitter has grown

rapidly in popularity in recent months. Compete.com reports that from February to April 2008, U.S. traffic to the site nearly doubled to approximately 1.2 million people per month. Twitter is also popular in other parts of the world,including Japan, Europe, and South America. The most important role of the Twitter-interaction is interpersonal collaboration, Twitter is also already being used for sharing information in institutional settings and to connect groups of people in critical situations. Some scholars claim that Twitter has the potential of sharing ideas and coordinating activities, being more dynamic than instant messaging. So the questions they attempt to answer are: How well does Twitter support user-to-user exchanges, what are people using Twitter for, and what usage or design modifications would be required to make it (more) usable as a tool for collaboration? [Herring 2009]. Citing St. Johnson (Time Megazine 2009), «by following these quick, abbreviated status reports from members of you rextended social network you get a strangely satisfying glimpse of their daily routines.» [Moraldo 2009].

Twitter was created by a San Francisco-based 10-person start-up called Obvious and launched in October 2006. Users send messages (called "tweets")—limited to 140 characters—to a web interface, where they are displayed. Users can indicate whether they wish their tweets to be public—meaning that the messages appear in reverse chronological order on the "public timeline" on Twitter.com's home page and on the individual user's Twitter page (the user's "microblog"), or private—meaning that only those who have subscribed to the user's feed ("followers") are able to see the messages. Tweets can be posted via Twitter. com, text messaging, instant messaging, or from third party clients; the ability to post from mobile phones makes Twitter a mobile application [Herring 2009].

The first studies of Twitter presented the attempts of the classification of its users: information sources, friends, and information seekers. *Information sources* post news and tend to have a large base of "followers". *Friends* is a broad category that includes most users, including family, co-workers, and strangers. Finally, *information seekers* tend to be users who may post rarely but who follow others regularly [Java 2006].

Types of Tweets

-ordinary tweets

- retweets (tweets with quotes)

-tweets-replies

-tweets with links

S.Herring developed the following **functional categories** for the @ sign in Twitter:

1) Addressivity: Directs a message to another person

2) Reference: Makes reference to another person, but does not direct a message to him or her. E.g., *soooooooooooo jealous of @strebel and his nap...*

3) Emoticon: Used as part of an emoticon. E.g., @_@

4) Email: Used as part of an email address. E.g., *ping me at taidlin@microsoft.com*

5) Locational 'at': Signals where an entity is located. E.g., *Relaxing @ Franks Pizza with the girls*.

6) Non-locational 'at': Used to represent the preposition 'at' other than in the sense of location. E.g., *2 energy shots, i want to lift weights, have 3 conversations and @ the same time listen to my ipod while doing email*

7) Other: Uses not fitting into any other category, including in representations of swear words and metalinguistic references to use of the @ sign on

Twitter. E.g., *The @#$%^& meeting ended badly*. [Herring 2008].

The future of Twitter

The research by S.Herring showed that the most popular content of tweets is reporting one's own experience, consistent with the stated purpose of Twitter to answer the question "What are you doing?" Moreover, tweets with @ signs are more focused on an addressee, more likely to provide information for others, and more likely to exhort others to do something—in short, their content is more interactive. In contrast, tweets without @ signs are more self-focused, although they also report other's experiences, and they make more general announcements [Herring 2008]. She also put an interesting question: how many messages with or without the @ sign actually receive a response? The research of her corpus revealed that the actual response rate to tweets with @ signs, including data not accessible to us, is almost

certainly higher. Moreover, she found out that tweets with @ exhibited a wider range of content, in comparison to tweets without @, and that most tweets without @ just answered the Twitter site's question: What are you doing? This suggests that @, in addition to directly enabling a more interactive use of Twitter, is indirectly contributing to expanding the *types* of content expressed in tweets. Still the topical coherence in Twitter depends on the number of the participants: if the number is large, the coherence may suffer. In this context it is suggested by scholars that the communication in Twitter is more effective in small groups.

The predictions for the future of this CMC type are that alongside with the informal contexts it may soon be applied in the sphere of formal communication (work teams) [Herring 2008].

Organizations/People Whom US Internet Users* Interact with on Twitter, by Gender and Age, Q2 2009 (% of respondents in each group)

	Male	Female	<35	35-54	55+	Total
Friends	59.6%	73.6%	72.8%	65.7%	46.9%	65.9%
Family	23.3%	36.4%	31.5%	29.7%	28.4%	29.9%
Celebrities	27.4%	32.1%	38.6%	21.9%	20.3%	29.7%
Bloggers	28.5%	21.3%	28.5%	23.5%	12.1%	24.2%
TV shows	16.9%	17.9%	21.0%	13.8%	15.1%	17.0%
Employers/co-workers	11.7%	12.8%	13.3%	11.4%	10.6%	12.6%
Companies/brands	9.2%	11.9%	11.7%	8.1%	14.7%	10.9%
TV anchors/journalists	9.1%	10.9%	5.5%	13.1%	18.2%	9.8%

Note: *who visit social networking sites and use Twitter
Source: TNS and The Conference Board, "Consumer Internet Barometer:
Second Quarter 2009," June 16, 2009

105223   www.eMarketer.com

Reasons that US Internet Users* Use Twitter, by Gender and Age, Q2 2009 (% of respondents in each group)

	Keep in touch with friends	Update your status	Find news/ stay updated	Work-related	For research	For fun	Other
Gender							
Male	33.6%	27.7%	30.7%	22.5%	10.2%	0.0%	2.9%
Female	48.4%	29.4%	21.3%	21.9%	8.0%	0.5%	6.3%
Age							
<35	43.8%	38.3%	24.9%	16.0%	7.0%	0.0%	4.4%
35-54	38.6%	19.3%	27.1%	29.9%	9.6%	0.7%	4.5%
55+	39.2%	19.8%	23.9%	18.7%	16.2%	0.0%	6.3%
Total	**41.6%**	**29.1%**	**25.8%**	**21.7%**	**9.4%**	**0.3%**	**4.6%**

Note: *who visit social networking sites and use Twitter
Source: TNS and The Conference Board, "Consumer Internet Barometer: Second Quarter 2009," June 16, 2009

105222   www.eMarketer.com

[Moraldo 2009]

Tasks and questions for discussion

1. *Define the functions of the @ sign in the following tweets*
- Hiking with @taherehmafi @tanagandhi and @randa_gill in Point Reyes http://instagr.am/p/MhN0WoFbN4/
- Thanks for the shout out, Susan Dennard @stdennard
- @sherylsandberg - very excited to be here at @Yahoo!
- @MonsoonDaylight Glad you found it useful!! :D
- marissamayer @marissamayer So proud of my friend @CharityShumway - her first novel "Ten Girls to Watch" comes out today - woot! http://www.charityshumway.com
- Joe @KDX125 @GwynethPaltrow Should I see Sliding Doors?
- Gwyneth Paltrow @GwynethPaltrow RT @ipaulasousa @GwynethPaltrow you wanna make TWO FANS so so happy? so, reply us @HollydoPepinoHello girls!!x

2. *Classify the following tweets (reply,retweet,simple tweet, tweet with link etc.) and define their purpose:*

- Krista Phillips @krstphillips I read Susan Dennard's Something Strange and Deadly. It was great! Everyone needs to pickup a copy. Easy read and so worth

it!

- Susan Dennard @stdennard @Bookaholic007 gosh, my tweet was rife with typos! Don't let that reflect on the awesomeness that is THE PENDERWICKS. ;)
- marissamayer @marissamayer Got to visit our new acquisition, Stamped, this morning - happy to be reunited with Robby (rmstein) and his http://instagr.am/p/RNqg3skMM-/
  View photo
- marissamayer @marissamayer Just realized today is my "reciprocal anniversary" - @ZackBogue and I got married on 12.12.09 and today is 09.12.12 :)
- Gwyneth Paltrow @GwynethPaltrow Let's band together to help victims of Sandy. http://say.ly/taP4vdX
- Gwyneth Paltrow @GwynethPaltrow Just arrived in Raleigh, N.C. to start Ironman 3! Any restaurant recommendations?
- Gwyneth Paltrow @GwynethPaltrow Thank you for the lovely birthday wishes for our beautiful girl who is 8 today!

3. *The question from S.Herring: How many messages with or without the @ sign actually receive a response?*

Gwyneth Paltrow @GwynethPaltrow Let's band together to help victims of Sandy. http://say.ly/taP4vdX
Michael Kuh @MichaelKuh @GwynethPaltrow Thanks, GP. Some heartbreaking video of Staten Island's difficulties. http://nbcnews.to/SE4Pwu

4. *Which topics are presented in these tweets?*

- Gwyneth Paltrow @GwynethPaltrow What are you doing for #foodrevolution day? Join me and @JamieOliver & stand up for real food!<http://foodrevolutionday.com
- Gwyneth Paltrow @GwynethPaltrow "@DaleyBrennan: @GwynethPaltrow I find it annoying that people ask celebrities for RTs all the time. Please RT?"You are funny.
- Barack Obama @BarackObama This election is close, and your vote could make the difference. Confirm where to cast your ballot now: http://OFA.BO/MKemGv

Лекция 3. Discourse of e-mail

Введение. The definition of e-mail, its structure, advantages and disadvantages of its use

Аннотация The lecture covers the main aspects of e-mail , touches upon its structure, use , functions, types and its linguistic features

Ключевые слова e-mail, communication, writing, style, discourse

Methodical recommendations:

1. Study the presentation to get the general information about the e-mail communication

2. As a practical task study the given website and do the following task: Study the e-mail corpus http://www.enron-mail.com/ and define the general and specific features of the e-mail discourse, based on your findings

Online resources:

1. https://www.mtholyoke.edu/ombuds/communication

2. http://www.marcandangel.com/2007/05/28/email-communication-problems-how-to-communicate-effectively/

3. http://www.uiowa.edu/~confmgmt/documents/EmailandConflict.pdf

4. http://conference.pixel-online.net/ICT4LL2012/common/download/Paper_pdf/459-LSP19-FP-Roshid-ICT2012.pdf

5. http://irj.iars.info/volumes/828002022012/pdf/828002022012011.pdf

6. http://course.sdu.edu.cn/download/478c913d-9c27-46bd-baa8-74250bd57021.pdf

7. http://www.researchonline.mq.edu.au/vital/access/manager/Repository/mq:20076;jsessionid=717B98A1E068312FB26379DD982D465E?f0=sm_creator%3A%22Ho%2C+Chung+Kwong+Victor%22

8. http://books.google.ru/books?id=wiVz8dDW8-cC&pg=PA37&lpg=PA37&dq=e-mail+discourse+schlobinski&source=bl&ots=1VHZSX8db6&sig=jP_j5DxJHIpo7Mdu1VbXSf-

GTyw&hl=en&sa=X&ei=pvNdU8nkLKnxygO62IDABA&ved=0CCsQ6AEw
AA#v=onepage&q=e-mail%20discourse%20schlobinski&f=false

Glossary

The header - the topic of the message, the attached document, date and time the message was sent

The body - the message itself

a "snail mail" - ordinary post service

Abbreviations

SPAM - Special Pork And Ham – a kind of meat which has been sold in the USA since 1937

Topics for discussion

1. E-mail,its structure and the main functions

2. The discourse of the e-mail

3. The main directions in the research of the e-mail

Introduction. The definition of e-mail communication, its advantages

E-mail (electronic mail) is one of the most frequently used services in the Net. Supported by special mail-programs this service enables to send messages (emails) from one computer to another. Foreign scholars [Runkehl 1998] point out the main advantages of it:

- e-mail is much quicker than a "snail mail" (ordinary post service)

- e-mail service is cheap as the users normally are charged only by the Internet-provider

- Information can be sent to a great amount of addressees simultaneously

- Lots of operations can be performed with the received mail: it can be re-sent , edited, deleted etc.

- as a multimedia service e-mail enables the users to send not only texts but video- and audiofiles, images, links etc.

- It's possible to use mobile e-mail version

In spite of the numerous advantages, scholars point out distinct disadvantages of the e-mail service:

- If one makes a tiny mistake in the postal address, the postman will still be able to deliver the letter to the addressee. E-mail address, on the contrary, requires the correct spelling for the mail to be delivered.

E-mail belongs to the asynchronous type of CMC, type "one-to-one communication" or "one-to-many". Every user can easily create a mail address on a certain mail-server or as an alternative to use e-mail clients (Outlook express, the Bat etc.). The structure of the address consists of the domain name and the IP-adress of POP/Imap services.

It's necessary to point out the certain type of the e-mail service, which is Junk-mail, containing spam-messages, which usually get filtered by the special mail filter programs. Some of them are potentially dangerous as they may contain viruses.

The structure of an e-mail message is the following:

- The header (the topic of the message, the attached document, date and time the message was sent)
- The body (the message itself)
- The signature (may be automatic)

The discourse of the e-mail

Runkehl [Runkehl 1998] points out three main aspects regarding e-mail as text:

1. the combination of oral and written speech
2. grapho-stylistic peculiarities of an e-mail
3. the frequency of the mistakes or misprints made by the users

Foreign scholars agree that e-mail communication demonstrates more tolerance to misprints than a "snail-mail", so they occur much more frequently than in a

traditional letter and cover such linguistic fields as orthography, punctuation, syntax etc. [Runkehl 1998]. Spelling mistakes are evaluated as misprints and easily forgiven [Pansegrau 1997:96]. Christa Duerscheid regard this aspect as debatable and points out that the use of speech in mails indicates the style of its writer (ex. a great number of exclamation marks) or an attempt of the users to establish the new speech norms. Anyway she clearly sees the tendency to informal writing and disregard of spelling norms [Duerscheid].

The early pragmatic studies of e-mail identified 4 main types of e-mails:

1. ongoing conversation: e-mail correspondence is characterized by its coherence and duration

2. to do: e-mails appealing to some actions

3. to read: e-mails containing information to study as food for thought

4. indeterminate status: e-mails, which are difficult to refer to one of the above mentioned categories [Whitttaker & Sidner 1997].

All for types were classified according to their relevance (importance) and valence. The next experiment of Whittaker and Sidner was aimed to check how users deal with the large amounts of incoming mail. 18 computer-advanced employees in the firm Lotus got about 50 mails every day, 1000 a month. If they spent 5 minutes for each mail, it would take them up to 4 hours a day to deal with it. So they chose different strategies to cope with that problem:

- to collect the mail (6) (strategy of collection)

- spring cleaning-strategy (7): to delete unimportant mail and to shift the important mail in the archive folder.

- cleaning-up strategy (5): only few up-to date e-mails rest in the mail-box, the rest is deleted or shifted to archive-folder

The result of the survey showed that the strategy of e-mail collection is preferred to others? When the users get a large amount of mail.

The empirical study carried out by Kass (1995) aimed to compare e-mails and traditional letters in their form and structure. He found out that e-mails are generally shorter than letters. His Corpus seems to be homogenous, although there exsist

numerous varieties of both electronic and traditional mail-communication (business mail-communication, institutional communication, advertisement-mails, private mail-communication etc.).

The corpus of Schlobinski / Runkehl cosists of:

- 100 private mails
- 100 institutional mails
- 100 business mails

Their study allowed these scholars to specify the following features of the e-mail discourse:

- the use of acronyms (14 % private; 8 % institutional) (btw (by the way),cu, bb (bye bye)
- emoticons (smileys) (15% private)
- assimilations and reductions weren't traced in business mail corpus, but equal 4% and 3% in private mails.
- The reply function of an e-mail enables to regard it as a new form of a dialogue and speech creativity.

The study of Schlobinski / Runkehl showed that typographic variation and the quantity of mistakes depend on the functional sphere an e-mail is created in (public mail vs. private mail). Concerning the peculiarities of the oral speech nothing e-mail specific was determined, except of the reply function which is oriented to the oral speech [Runkehl 1998].

Nicola Doering points out that the e-mail discourse is characterized by the use of non-verbal signs opposed to paraverbal forms of expression in face-to-face communication (emoticons, ASCII signs, capitalization, onomatopoetic words, action stripes). The choice of the forms of expression is determined by the meaning of the utterance [Doering 2003].

Christa Duerscheid stresses the following points specific for the speech use in mails:

- relation to the previous mail (ex: thanks for your mail..)

-     connection with the time of the day / week (Good morning.., wish you a nice weekend etc.) compared to the postal mail, where this phrases are not so frequent. It's probably connected with the hopes of the user that his mail is being read now.

-     If a mail represents an answer to the previous mail, the greeting may even fall out.

Baron presents the main components of his e-mail-survery:

• Social dynamics--The social dynamics of communication define the relationship between participants in the exchange.

• Format--The format of communication defines the physical parameters of the message that result from the technology through which messages are for-mulated, transmitted, and recieved. Given the rapid evolution of computer technology over the past 30 years, some aspects of form (e.g. chunk size, editing) that were originally restricted by the technology are now, in principle, less con-strained. However, earlier presuppositions (e.g. about the difficulty of editing emails) still color contemporary usage.

• Grammar--The grammar of communication defines the lexical and syntactic aspects of the message.

• Style--The style of communication defines the choices users make about how to convey semantic intent. These choices are expressed through selection of lexical, grammatical, and discourse options [Baron 1998].

Scholars generally agree, that e-mail represents a new writing culture, connected with everyday communication, but using its own speech forms [Wyss 1996].

The variation of an e-mail is a junk mail another word for which is SPAM (Special Pork And Ham – a kind of meat which has been sold in the USA since 1937). According to N.Doering, spam refers to mass communication and represents a separate types of mails [Doering 2003].

Another type is a mailing list. Mailing lists are close to newsgroups. The difference is they are not collected on the server, but sent directly to users. The mail visible to other users is called a posting or a post. Mailing-lists enable a kind of one-way communication via newsletters. And at the same time they can unite the users

constructing small groups (small group structure) or network structure (a 100 or more users). The structure of a posting is similar to that of an e-mail (header, body and attachments).

Mailing lists can be analyzed in different directions. For instance, S. Herring has investigated two types of mailing lists "linguist list" and WMS (women's studies) and revealed that both men and women structure their messages in interactive ways and for both sexes the pure exchanges of information comes second, preferred is the opinion-exchange. Besides, significant gender differences were revealed. Although messages posted by women contain more interactional features, they are also more informative in contrast with male messages which often express (critical) views [Herring 1996].

N.Doering offers another classification of mailing lists: open mailing lists (open for all users) and closed ones (for specific groups like women, hackers, eldery people etc). Also she suggests classifying mailing lists into moderated and non-moderated on the bases of control function. But she stresses that most of the exsisting mailing list groups are open and non-moderated. Still they enable the development of new social groups and enforce the existing ones e.g. in the sphere of healthcare or education. They differentiate greatly topically and by their communicative climate [Doering 2003].

"E-mail discourse like any other form of discourse isn't detachable from its context, which involve not only the medium itself but also the roles and relationships of the participants, the purpose and functions of communication etc. [Georgakopoulou 1997: 160].

So is e-mail a new "snail-mail" and what is its future? Or is it a totally new form of communication? Trying to answer these questions, Christa Duerscheid claims that Instant-messaging is much more popular now and loved by the youth as they can clearly see who they can chat to, who is online. And they lack this possibility in e-mail communication, so the German scholars see its future as the form of postal mail used for orders, invitations etc. [Duerscheid].

As for the lack of paralinguistic cues (mimics, gestures), as Baron stated, "users seem to be increasingly relaxed about the technological limitations of the medium", compared with the period of the early use of the telephone when people worried about not being seen by each other [Baron 1998].

The pragmatic aspects of the e-mail communication are presented by Chiluwa in the study "The discourse of digital deceptions and 419 e-mails". It applies a computer-mediated discourse analysis (CMDA) to the study of discourse structures and functions of '419' emails – the Nigerian term for online/financial fraud. The hoax mails are in the form of online lottery winning announcements, and email 'business proposals' involving money transfers/claims of dormant bank accounts overseas. The scholar's data comprise 68 email samples collected from his inboxes and colleagues' and his students' mail boxes between January 2008 and March 2009 in Ota, Nigeria. The study reveals that the writers of the mails apply discourse/pragmatic strategies such as socio-cultural greeting formulas, self-identification, reassurance/confidence building, narrativity and action prompting strategies to sustain the interest of the receivers. The study also shows that this genre of computer-mediated communication (CMC) has become a regular part of our internet experience, and is not likely to be extinct in the near future as previous studies of email hoaxes have predicted. The researcher believes that as the global economy witnesses a recession, chances are that more creative and complex ways of combating the situation will arise and claims that economic hardship has been blamed for fraud/online scams, inadvertently prompting youths to engage in various anti-social activities [Chiluwa].

Tasks and questions for discussion

Task 1. Study the e-mail corpus http://www.enron-mail.com/ and define the general and specific features of the e-mail discourse, based on your findings. Give examples from the data.

Лекция 4 The discourse of sms

Введение The lecture touches upon SMS communication, the main aspects of its study, and its lexical features

Key words sms,communication, sms discourse, sms users

Methodical recommendations Study the presentation and the sms corpus. Do the given tasks

Online resources

1. http://www.filologia.hu/kisebb-kozlemenyek/non-standard-syntactic-markers-in-sms-discourse.html

2. http://www.ascilite.org.au/conferences/auckland09/procs/richardson.pdf

3. http://aci-asiapac.aero/upload/page/817/photo/4f2fa61058f76.pdf

4. https://www.google.ru/url?sa=t&rct=j&q=&esrc=s&source=web&cd=11&ved=0CCgQFjAAOAo&url=http%3A%2F%2Fwww.sciedu.ca%2Fjournal%2Findex.php%2Fwjel%2Farticle%2Fdownload%2F197%2F83&ei=YtdfU-3pLqeJywPE3oDIBw&usg=AFQjCNEhyRVQi55GKlxbXVLihfwIhouO6A&sig2=RuQhKcAEJx66cg3GmPr-uA

5. https://www.academia.edu/5320756/Language_and_Construction_of_Gender_A_Feminist_Critique_of_Sms_Discourse

6. http://www.iasj.net/iasj?func=fulltext&aId=45228

7. http://www.univ-montp3.fr/sl/rachel/M1/Bristol_RP.pdf

8. http://jpmm.um.edu.my/filebank/published_article/6028/04_JPMM13_1.pdf

Glossary

SMS as a form of communication is regarded by scholars as a form of SMS chat, one-to-one communication which is asynchronous and is carried out in the form of a dialogue

Abbreviations

SMS (Short Message Sevice)

Introduction.

SMS as a form of communication

In a terse cultural history of the contraption of the moment, Agar (2003) portrays the mobile phone as a facilitation tool instituting a state of "constant touch" to dominate between those connected in what has become a ubiquitous social network. To some the mobile phone has distorted itself into a fashion symbol representative of the modern impetus towards a global culture dependent on the barter of information via associations of trust (Katz & Sugiyama, 2006). They have become pervasive indispensable talismans to the masses that are vital to some as conduits for personal well-being due to the comfort that they facilitate via both emotional and aesthetic means. It is interesting to note that, the term "mobile phone" echoes the nomadic freedom possible with this liberating adornment of technology.

Sms- discourse

SMS data present a different picture to the written standards and frequently contain forms that would be considered ungrammatical,such as the use of omitted pronouns,lack of concord or omission of auxiliary verbs In message(16) above,"WHEN U GOIN BACK?" ,the deletion of verb " to be" is an example of such ungrammaticalities. Furthermore," punctuation tends to be minimalist in most situations…It is an important area,for it is the chief means of a language has for bringing writing into direct contact with the prosody and paralanguage of speech"(Crystal:ibid:89).Spontaneity may lead to these misspellings and the use of unconventional punctuation,diction,and capitalization in such an electronic discourse(Abdullah,1998:online).Users try to compensate them by the representation of the nonstandard punctuation marks which go away from the normal rules of writing where clause and sentence structure are clearly defined.In addition,they repeat certain punctuation marks for the purpose of exaggerating their emotional involvement,or they use different punctuation marks to add more contextual force or emphasis,like the use of exclamation marks.The sprawling dots may be used to indicate a change from one point to another.See the following examples :

20-HAV A GREAT EID!!!!!!

21-"Is it really raining again?!?!?!"),

22-If you have failed in love or dont have anyone that special.... Dont worry!!!

23-Succes becomes 'NEVER'... But as soon as u think 'WHY NOT NOW',

 Success surely will become 'YOURS' ...!

The participants here use the textual representation of auditory information such as prosody,facial expressions,eye contact,body language and other contextual cues as a communicative strategy,which is quite common in oral type of communication.Bolter(2001:73) notices that "the desire to contextualize in this way shows that the implicit model is not written or printed text at all,but face to face conversation or perhaps conversation on the telephone".By this, phone users create a number of compensatory strategies to replace social cues normally conveyed by other channels in face-to-face interaction which leads to an informal kind of communication(Crystal:2001:107)and very unusual use of language (Henry: 2002:online).By the same token,individuals include incorrect punctuations,and abbreviations as well as intentional misspellings, or intentional sometimes to get more interpersonal effect .

24-ye i am ok but wht happn to u no mails since looooong

25-- thats your personal matter!

26- R u bak already khevwine?!i am not comin 4 anuva 2 wks,but khevwine,

 u r the sexiest thing since sliced bread!c & sexia then sliced bread!oh my

 luv.I miss u so!x

 In these examples,there is a tendency to write as if speaking spontaneously.By this,a kind of informal language is established which serves the effect of solidarity and personal relationships."The use of non-standard orthography is a powerful expressive resource....which can graphically capture some the immediacy, the authenticity and flavor of the spoken word in all its diversity...and has the potential to challenge linguistic hierarchies..."(Jaffe, 2000:498).The non-standard orthography is noticeable because producing these text-based messaging is highly cost effective in time and space which represent the major factors of constraints.It is worth noticing that the inattention does not reflect low education level, nor is it vague or

unintelligible.Rather it is quite natural for those who are engaged in this type of interaction(Crystal,ibid:111).Furthermore,as analysis of the corpus indicates,there is another type of orthography of interest.It relies on the shared knowledge or „shared conventions"of the frequent users of mobile SMS messages.For example,the non-standard spelling of "please" as "plz" or "yours" as "urs", shorthands such as "comin" for "coming"or clippings like " walks" as "Wks" or " very well " as "v wel" may be understandable only to the group of people for whom the term "plz".

SMS discourse is a hybrid of spoken and written languages.The medium is pseudo-conversational.It is used often to convey short notes or responses to participants.The style is informal in which correspondents mostly try to establish a personal relationship with each other.The messages are not very carefully composed or edited for style,therefore examples of misspellings occur.Text features reveal the existence of new genre in its own unique conventions through the use of abbreviations,clippings, new spellings and emoticons.Humor and expressive speech acts are pervasive in this discourse because messages are intended mainly to build relationships among individuals .It is recommended that students are made aware of the situational, contextual and cultural factors and the relationship between people involved in each communication.Therefore,these students should know who they are writing to,for what purpose,and in what situations in order for them to make a decision on the choice of words and level of formality when writing. Samples of normal written texts and SMS texts can be examined,and then students are asked to identify features of formal and informal languages,punctuation commonly used in writing as opposed to the punctuation used in electronic communication .A future research can investigate correlations of demographic characteristics such as (age and gender) with satisfaction with SMS relationships .

Tasks and questions for discussion

Task 1. Give the brief summary of the article "Linguistic features of sms"

Lecture 5 Chat-discourse and its varieties

Introduction. The lecture touches upon chat-communication, the main aspects of its study, and its lexical features

Аннотация The lecture covers the main aspects of chat-discourse, touches upon its structure, use , functions, types and its linguistic features

Ключевые слова chat, communication, writing, style, discourse, nicknames, anonymity, interaction

Methodical recommendations:

1. Study the presentation to get the general information about the e-mail communication

2. Read the article carefully

3. Do the practical tasks to the article

   Online resources:

   1. http://www.languageatinternet.org/articles/2008/1633

   2. http://www.ludd.luth.se/~jonsson/D-essay/3.html

   3. http://www.iracst.org/ijrmt/papers/Vol1no22011/6vol1no2.pdf

   4. http://journals.upd.edu.ph/index.php/jescl/article/viewFile/298/284

   5. http://www.irma-international.org/viewtitle/42785/

   6. http://www.linguistik-online.de/50_11/ecker.pdf

   7. http://projects.ict.usc.edu/nld/semdial2011/proceedings/semdial2011_chukharev-hudilainen.pdf

   8. http://www.skase.sk/Volumes/JTL02/05.pdf

Glossary

Chat-communication is interactive, synchronous (although there is some debate about) and spontaneous, close to the oral speech but by means of writing.

Action-stripes - the way users describe their actions

Abbreviations

IRC Inter Relay Chat

AWGTHTGTATA - are we going to have to go through all this again?)

ROTFLBTCASTCIIHO - rolling on the floor laughing biting the carpet and scaring the cat if I had one

Introduction. The main peculiarities of chat-communication.

Chat communication has been, and remains, one of the primary areas of interest in Computer-Mediated Discourse Analysis (Herring, 2004), because discussions via chat are very different from face-to-face discussions (Beißwenger, this issue; Black, Levin, Mehan, & Quinn, 1983; Garcia &Jacobs, 1998, 1999; Herring, 1999). The technology allows many users to "talk" to each other at the same time in multi-party dialogue or polylogue while being physically distant. In multiparticipant, public chat like Internet Relay Chat (IRC), unrestricted access to the shared communication channel allows multiple concurrent threads, which often results in complex chat discussion. Previous research has focused mainly on the influence of chat as a medium of interaction on the linguistic aspects of messages (e.g., oral style, abbreviations, emoticons) and, to a lesser extent, on the structure of chat discourse (e.g., turn taking, interactional coherence). Although the incoherence of message sequences is one of the most obvious features of a chat log, only a few studies have analyzed the characteristics of these structures and used them for analyzing underlying communication patterns (e.g., Herring & Kurtz, 2006; McDaniel, Olson, & Magee, 1996). Coherence as a quality of chat discourse was intensively addressed by Cornelius and Boos (2003), who developed a coherence measure based on the topics of discussions. Message flows with alternating topics were rated as incoherent, while message sequences on the same topic were coded as coherent. Shi, Mishra, Bonk, Tan, and Zhao (2006) also used topic as the indicator for whether messages belonged to the same thread. These approaches consider threads to be linear sequences of messages and neglect the possibility that threads of the same topic can split into subthreads, a phenomenon which Egbert (1997) calls schisming. An

exception is Herring and Kurtz (2006), who consider the splitting of threads and developed visualizations for these structures, as well as investigating the structure of topical coherence, in which the digression of topics is measured and visualized (Herring, 2003). The structural properties of online discourse can be used to analyze underlying communication behavior and social structure. Shi et al. (2006) analyzed chat logs and identified the behavior of multitasking, defined as alternating participation in parallel threads. Hara, Bonk, and Angeli (2000) and Gerosa, Pimental, Fuks, and Lucena (2004, 2005) showed for asynchronous discussion forums that the analysis of message structure provides important information that can be used to understand and support communicating participants. While Hara et al. (2000) derived social interaction networks from the relationships between asynchronous messages, Mutton (2004) developed an algorithm to detect exchange patterns in synchronous online discourse based on several heuristics (e.g., mentioning addressee name and response time). The fundamental assumption of these approaches is that sender-receiver relationships can be used for the creation of social networks. In contrast, Rafaeli and Sudweeks (1997) distinguish between declarative (one-way), reactive (two-way), and interactive (dependent) communication. Interactive communication is defined as an alternating continuous exchange of messages between participants in which the messages are not only related to the previous but also to earlier messages instead of simple initiation-response pairs. Until now, all these approaches have had to be applied separately to the same data, which increases the amount of work required. Moreover, most of the analyses have to be done manually, which hinders the investigation of large chat corpora and the comparison of chat logs on a larger scale. The aim of Discourse Structure Analysis (DSA) is to provide an approach that combines different methods in a comprehensive and extensible way and is implemented in software for automation. In this way, the analysis of large corpora of chat logs can be accelerated and the development and testing of research hypotheses regarding chat communication can be enhanced. The basic idea is that the identification of references between messages offers an important key to the analysis of chat communication. Once the structure of these

references is identified, a number of measures and visualizations can be derived by formal analysis without further coding activities. In other words, the "coding and counting" approach (Herring, 2004) is replaced by a "coding, computing, and counting" approach. This offers a method of analysis for chat logs in which the amount of manual coding is minimized in order to save resources for, e.g., in-depth analysis of the communication patterns within a chat log. Qualitative analysis is enhanced through supporting visualizations of the discourse structure that show the dynamics of interaction and disentangle intertwined communication threads. The resulting functionality for analyzing and comparing multiple chat logs makes it possible to address research questions that focus on more quantitative aspects (e.g., amount of participation in different threads) and also comparisons of quantitative aspects across a large sample of chat logs (e.g., participation patterns in different IRC channels).

Genre and stylistic forms of chat-communication

Communicative text specificity of this genre is mainly determined by the location of miniatures in the communicative Internet area. Considering diversity and complex hierarchical organization of the Internet genre system, it's necessary to specificate the place of the lyrical miniature in this system. "The genre system of Internet communication is represented by the hypergenres of a site, blog, social network, and e-library, which, being a genre macroformation, thus, can include the genres of internet communication, such as an e-mail message, forum, chat, online classifieds, advertising banners, communication via instant messengers, virtual conference, posts, and feedbacks in any other virtualhypergenre (social networking sites, blogs, and so on)." (Goroshko 2010, p. 116). Social networking sites are communicative means allowing users to fill in personal sites and limit the number of potential multiple addressees. Among other issues personal sites of social networks fulfill functions of self-presentation and self-identification. On personal sites users have an opportunity to post texts, images, video and audio files. On a few sites (for example, sites В контакте.ру, Я.ру) there are special items for notes and minutes. The genres of these minutes can be different: the aphorisms, the humorous anecdotes, the parables, the

jottings, the recipes, etc. Among them for our researching it were made out 150 texts, which can be classified as the miniatures.The blog genre is one of the most well-characterized genres of the Russian-speaking Internet. Its polydiscursive and polygenre kind is universally recognized (Alekseev, 2009). The speech genre is not the blog but the content of this blog (In the Internet-discourse the lexical item "post" is usually used. In this research it's taken as a synonym for a "blog entry".). Researchers consider the content of the blog as a hypergenre comprised diverse genres. But also a blog entry might be in the miniature genre if the author's aim is to express his personal world perception or emotional feelings through the text of the blog in a brief message (about 100-200 words) with completed compostion. The genre of the text is pointed out by the blog entry's tags (for example, лирическое, лирика, про любофф, мое творчество, во глубине жизненных грез, в лирике сарказма, настроение and so forth). Blogging supposes more or less regular posts. The miniature genre in its turn has a tendency to cyclization. If the blog's author has a penchant for self-expression through written word, has poetic world perception, which he'd like to share with an addressee, his blog in whole might be a cyclus of the miniatures. Each blog entry can be opened on a separate page, in this case the text has its own complete wholeness and coherence without correlation with earlier or later entries.

The linguistic aspects of chat-discourse

Nicknames have been used since the Middle Ages and today in a computing context the word nickname is omnipresent, especially in computer-mediated communication. People use nicknames (also known as nicks) to identify themselves, e.g., in chat rooms (also known as channels), bulletin boards or social networks on platforms such as Facebook and Twitter. Nicknames play a special role in chat discourses for direct addressing; the way in which people address one another. A nick acts as a marker in the chat discourse, comparable with Sack's concept of "speaker select" (Bays 1998; Kortti 1999; Nash 2005). Basically, chats allow many-to-many conversations; at times, they contain sequences of one-to-many or one-to-one interactions. To prevent misunderstandings regarding the addressing of a message, the nick of the receiver is frequently put in front

of the message, followed by a colon and a space. This is one of the basic (written and unwritten) rules of online communication; it is called netiquette. Direct addressing, also known as "addressivity" (Werry 1996) or "cross-turn reference" (Herring 1999), opens up the possibility of taking part in more conversation at the same time for the participants. But explicit direct addressing is not always used or required, for instance, for addressing a message to everybody in a channel (Mutton 2004a). Most IRC clients provide automatic text highlighting including manually set nicknames and variants. It helps us to know, in channels with a lot of traffic, who is talking to us.

The following work focuses on the IRC, originally written in 1988 by Oikarinen/Reed. IRC is one of the most frequently used chat systems in the world. It is a multi-user, multi-server and multi-channel text-based chat system for near real-time communication. There are several different independent IRC networks (e.g., QuakeNet, IRCnet, Undernet, EFnet). Each IRC network consists of a certain number of servers, which communicate over a well-defined open protocol. It was first formally documented in 1993 by RFC 1459, with revisions in RFC 2810, RFC 2811, RFC 2812 and RFC 2813. IRC uses the Transmission Control Protocol (TCP) and optionally the Transport Layer Security (TLS). Before using IRC, a user must choose a nickname. Previous nicknames can be easily changed at any time by the IRC command "/nick". Thus, impersonating someone or stealing a nick just for fun are quite simple (Mutton 2004b).

For automatic discourse analysis of chat transcripts it is important to identify nicknames in the written chat messages to know who is chatting with whom. Below a possible chat discourse extract is illustrated:

<Limbic_Region> Hi all
<Goblin> hello Limbic_Region
<RobiX> limbic: hi

The nicks of the speakers are surrounded by angle brackets, followed by a written user message (as they appear on IRC). This extract points out the following problems: First, as mentioned above, direct addressing is not always used or required. No nick occurs in the message "Hi all", although according to Rintel/Mulholland/Pittam (2001) "openings are an excellent starting point for investigating how interaction on IRC functions to instantiate and develop interpersonal relationships." Second, <Goblin> does not comply

with the rules of netiquette, because the receiver <Limbic_Region> is not put in front of the message and followed by a colon. A word-by-word comparison between user list and each word of the message is necessary in order to find the receiver's nickname. Third, the shortened variant "limbic" does not correspond exactly to one of the nicks in the existing user list (<Limbic_Region>, <Goblin> and <RobiX>).

 Creation of IRC nicks: What is the basic structure of IRC nicks? Which parts-of-speech (POS) do nicks consist of in detail? In which order are POS concatenated to a compounded nick? How and with which characters are they concatenated? Are there any special cases or features, which occur in the creation of nicks?There have also been several suggestions on how to design a nickname creator so that the generated nicks look different and look as if they are created by a human being. These suggestions can be applied to other social media like Facebook and Twitter because IRC nicknames are often found on Facebook and Twitter (and vice versa). Such a nickname generator has been developed and is already being used in practice.

Tasks and questions for discussion

Task 1. Read the article "Synchronous online chat'' English: Computer-mediated communication" and answer the questions:
1. What is the main purpose of this investigation?
2. Does it focus more on virtual communities or on their chats? Why?
3. What is the main reason to compare private and public chats?
4. What are the basic research questions?
5. What is the role of punctuation in chat-communication?
6. What are the main lexical features of chat-discourse examined in the article?
7. What are the major Cyber-spelling conventions?
8. Which word formation processes are involved in the Cyber word formation in chat-communication?
9. What is meant by "taboo words" in chat-communication? Which words belong to this category?
10. What is the basic conclusion? What ideas do you agree and disagree with and why?

Lecture 6. The linguistic aspects of forums, newsgroups and electronic conferences

Введение The lecture touches upon the communication in forums, newsgroups, electronic conferences, the main aspects of their study, and their lexical features

Key words forums, newsgroups, conferences, text-types, multi-discussion

Methodical recommendations Study the presentation and do the practical tasks, using the given data

Online resources

1. http://www.upv.es/diaal/publicaciones/montero3.pdf

2. http://www.diva-portal.org/smash/get/diva2:205810/FULLTEXT01.pdf

3. http://windows.microsoft.com/en-us/windows-vista/what-are-newsgroups

4. http://www.coi.columbia.edu/pdf/kelly_fisher_smith_ddd.pdf

5. http://gsb.haifa.ac.il/~sheizaf/JonesRavidRafaeliInteract1.pdf

6. http://ils.indiana.edu/faculty/herring/pubs.html

7. http://www.ascilite.org.au/conferences/adelaide03/docs/pdf/194.pdf

8. http://www.ascilite.org.au/conferences/perth04/procs/pdf/yang.pdf

Glossary

Internet forums are virtual rooms, where registered users can exchange ideas and discuss certain topics

Newsgroups are discussion groups which touch nearly all the spheres of life. They belong to the oldest CMC types originated in Usenet and still base on the same principle: a user posts some information on some topical newsgroup, the information can be read and commented by other users.

Cyberslang – online slang expressions

Introduction. The pragmatic aspects of forums.

Communication is a behavior. We all know that our behavior reflects who we are, but—and here's the important part—our behavior also influences who we are and who we become. Because communication is a behavior, our communication not only reflects who we are, but also who we become. When we help a boy's communication

skills evolve, we develop the most essential building blocks of his psychological well-being. Moving beyond using speech for merely functional requests (Can I have twenty bucks? You gonna eat all those fries?), boys can learn to use communication for self-definition: (I feel…I believe…I hope…I am….). Expressive communication paves they way for greater social and academic success in childhood, as well as greater personal and professional opportunities in adulthood. Boys who fail to understand the nuances of social interaction, and who aren't given the tools they need to define and express their feelings and wishes, are at a disadvantage in most aspects of contemporary life.

Newsgroups are the ancestors of modern forums, they first appeared in Usenet. They are virtual places, based on the servers, where every user can leave a piece of news (information), that can get a reaction from every user in the Internet: he can leave his commentary to it.

Newsgroups are discussion groups which touch nearly all the spheres of life. They belong to the oldest CMC types originated in Usenet and still base on the same principle: a user posts some information on some topical newsgroup, the information can be read and commented by other users. To read the news on the news server or to post them one needs a special client (Microsoft Outllok or Netscape messenger). The users usually subscribe to one or many favorite Newsgroups. They are open for every user, who takes the part of the writer and the reader simultaneously. The reader looks through the sequences of messages, so called threads (the sum of published articles).

Computer conferences

According to E.N.Galichkina (2001), the most striking features of computer conferences are:

1. the similarity to scientific conferences in their informal part, when all the participants can discuss the issues they are interested in, without being official, this kind of a discussion is usually very emotional and lively.

2. the distance in space and time, the asynchronous character of computer conferences

3. the requirement to obey the nethiquette, stick to certain topics

4. the topical variety of conferences

5. the written fixation of messages

Tasks and questions for discussion

1. *Which text-types are presented in the following posts? What is the aim of their writers?*
2. *What is the structure of the following forum message? What are the common expressions for a forum?*

Lecture 7 Discourse of weblogs (internet diaries; live journals) and guestbooks

Введение The lecture touches upon the communication in weblogs, the main aspects of their study, and their linguistic features

Key words blogs,weblogs, post, diary, update, genre, style,communication, verbalization

Methodical recommendations Study the presentation and do the practical tasks, using the given data

Online resources

1. https://www.google.ru/url?sa=t&rct=j&q=&esrc=s&source=web&cd=10&ved=0CHwQFjAJ&url=http%3A%2F%2Fwww.oapen.org%2Fdownload%3Ftype%3Ddocument%26docid%3D400077&ei=eJFgU5KsDqaeyQOey4G4BQ&usg=AFQjCNEhJOAEUKjMD7-3zww2YcDbG42Tqw&sig2=Q9c3GDGn6Sa5sisPNfAutg

2. http://www.ifets.info/journals/10_1/8.pdf

3. http://www.rebeccablood.net/essays/blog_software.html

4. http://www.danah.org/papers/#articles

5. http://seminar.net/index.php/volume-3-issue-2-2007-previousissuesmeny-120/82-tweens-on-the-internet-communication-in-virtual-guest-books

6. http://mallock.blogspot.ru/2007/09/guest-book-free-communications-with.html

7. http://nationofswag.com/Guestbook.php

8. http://arsiv.setav.org/ups/dosya/10388.pdf

Glossary

Blogs may be defined as regularly updated websites, where posts are presented in the reverse chronological order, so as new posts appear first.

Introduction. Genre and stylistic characteristics of blogs

Weblogs are becoming an important part of today's web. Interactions between bloggers cause in the formation of a large social network in every blogsphere. Analysis of this network gives a lot of information in behavioral aspects of bloggers and blog readers.

The term "blog" was introduced in 1997 by Jorn Barger, who used this term to describe his internet-diary Robot Wisdom. Later in 1999 Peter Merholz, the creator of the blog Peterme, put the phrase "we blog" together and coined the term "weblog", and it was contracted to "blog".

The functions of blogs:

Russian scholars point out the main functions of blogs [Volokchonsky 2007]:

-communicative function: communication with familiar users and the extension of the communication

-the function of self-presentation: a blog is written to be read

-entertainment: the blog is written for amusement and entertainment

-the function of keeping the social contacts. Some users use the blogs for business contacts, creating colleague or business groups and discussing problems

According to Shkolovaya, the genre of blog is characterized by the following features:

-autocommunication, dialogue / multicommunication: if in traditional diary the author and the reader is the same person, in blogs posts can be read by unknown

people. As a means of communication, blogging refers to type "one to many" communication;

-genre and stylistic eclectics of postings: every post may include photos, hyperlinks, audio and videofiles

-the combination of online and offline elements of communication: the post is created the moment its author is online. When he is offline, his post is still available for comments

- the wide use of graphics: users tend to use different colours and the variety of scripts to make the blog look individual

-hypertext organization: a blog may include links to the authors profile, other blogs etc.

-the possibility of multi-blogging in blog-communities, which resemble message boards

-low thematic taboo: blogs can touch practically every topic, what creates an effect of "mass journalism": every user is a journalist and a reader at the same time [Shkolovaya 2005].

http://tulpar.kfu.ru/course/view.php?id=1584

Electronic guestbooks vs. traditional guestbooks

Traditional guestbooks allow the visitors of the museums, galleries, hotels, churches, weddings etc. leave their personal comment. It may be a praise, a wish, a gratitude etc. expressed in the written form. The first traditional paper guestbooks appeared in the 15th century, belonging to scholars and later to the noble people, who collected the wise sayings. Their traditional structure is address, comment, name, origin and date.

 With the development of new technologies and mass use of Internet services the classical guestbooks developed into the electronic ones. So the origin of a guestbook causes a debate about it as a new form of communication or a new sort of text. The other questions, scholars face, studying this transformation are: what is the

connection between the electronic book and its paper prototype, how do they differ and what the users do with them today [Hajo Diekmannschenke 2006].

An electronic guestbook is one of the beloved forms of CMC, although according to some scholars, they are being substituted by weblogs and discusiion forums [Hajo Diekmannschenke 2006]. Apart from traditional guestbooks, which can be found only in public places, electronic ones are everywhere: in virtual libraries, fanclubs, on bank websites, internet shops, sites of cemeteries railway stations etc. The entries aren't handwritten but typed, so

Among the linguistic peculiarities of guestbooks scholars name the following:

-dialectal writing

-creative writing

-play with the language

-acronyms, smileys, word roots (inflective)

-elliptic syntactic constructions

Scholars generally agree that e-guestbooks represent the new form of language development and communication. They create a multidirectional communicative mode, which extends the traditional form of a guestbook. A communicative aspect plays a significant role in e-guestbook communication, there are more posts in one thread compared to e-mails. Users express praise, gratitude, criticism and use e-guestbooks for social activities of every kind.

Tasks and questions for discussion

1. Study the following guestbook entries and define their functions

2. Define the topics of the entries. Comment on the language used

General glossary

Action-stripes - the way users describe their actions

Blogs may be defined as regularly updated websites, where posts are presented in the reverse chronological order, so as new posts appear first.

Chat-communication is interactive, synchronous (although there is some debate about) and spontaneous, close to the oral speech but by means of writing.

CMC - an interpersonal interaction, exchange of verbal messages, mediated by connected in net computers, expressing certain intentions of the communicants and regarding the communication in different spheres and cultures.

Cyberslang – online slang expressions

Digital genre - all the forms of digital technology, which are not restricted by the computer or Internet (e.g. mobile technologies, SMS)

Followers - those who have subscribed to the user's feed

Friends - most users, including family, co-workers, and strangers.

Information seekers - users who may post rarely but who follow others regularly

Information sources – users who post news and tend to have a large base of "followers".

Internet forums are virtual rooms, where registered users can exchange ideas and discuss certain topics

Newsgroups are discussion groups which touch nearly all the spheres of life. They belong to the oldest CMC types originated in Usenet and still base on the same principle: a user posts some information on some topical newsgroup, the information can be read and commented by other users.

Nick - nickname users create or choose for their communication as a part of their identity.

SMS as a form of communication is regarded by scholars as a form of SMS chat, one-to-one communication which is asynchronous and is carried out in the form of a dialogue

 snail mail - ordinary post service

The body - the message itself

The header - the topic of the message, the attached document, date and time the message was sent

Tweet - a twitter post / message

Twitter - a web-based microblogging service that allows registered users to send short status update messages to others

General abbreviation list

AWGTHTGTATA - are we going to have to go through all this again?)

CMC – computer-mediated communication

IRC – Inter-Relay Chat

IRC Inter Relay Chat

MUD - multi-user dimension

ROTFLBTCASTCIIHO - rolling on the floor laughing biting the carpet and scaring the cat if I had one

SMS (Short Message Sevice)

SPAM - Special Pork And Ham – a kind of meat which has been sold in the USA since 1937

Final test
1. CMC, its peculiarities, forms and functions
2. The linguistic peculiarities of Twitter
3. Discourse of e-mail
4. Discourse of sms
5. Chat-discourse and its varieties
6. The linguistic aspects of forums, newsgroups and electronic conferences
7. Discourse of weblogs (internet diaries; live journals) and guestbooks

Учебно-методическое и информационное обеспечение дисциплины

а) основная литература:

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