

Features of trolling in online comments to the news article

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© 2018 Academic Research Publishing Group. In the present study, we objectify the timeliness of studying trolling as a type of communicative behavior during Internet discourse. Different approaches to the concept interpretation are being considered. Trolling is defined by the author as a purposeful and motivated communicative behavior, aimed to the media scene destabilization. The comments under one of the French news article demonstrate two basic techniques of trolling: subject-oriented and object-oriented ones. Within the frameworks of object-oriented technology there are the offtopping tactics and elfing being analyzed. The subject-oriented technique is based on the individual discrediting of the person: pointing out and highlighting the incompetence of the interlocutor, the ironic expression of disagreement with his point of view, and elfing. Studying various methods of trolling makes it possible for us to distinguish four types of trolls in Internet comments: a provocateur troll, an offtopper troll, a demagogue troll and an elf troll. All of them have the same single goal to stir up the flame and enjoy the commentator's feedback. One makes a conclusion about the necessity of a selective approach to reading the comments, with the purpose to avoid trolls, who choose their speech tactics depending on their intentions.

<http://dx.doi.org/10.32861/jssr.spi1.345.348>

Keywords

Internet-commentary, Internet-linguistics, Speech behaviour

References

- [1] Abdullina, L. R., Ageeva, A. V. and Smirnova, E. A. (2014). The evolution of the 'comment' genre, Theoretical aspect. *World Applied Sciences Journal*, 29(3): 354-58
- [2] Antúnez, J. V. V., Márceles, V. and Pérez, T. A. (2014). Epistemología y ciencia: La hermenéutica filosófica como crítica al método científico. *Redhecs, Revista electrónica de humanidades. Educación y Comunicación Social*, 9(16): 105-20
- [3] Binns, A. (2012). Do not feed the trolls! Managing troublemakers in magazines' online communities. *Journalism Practice*, 6: 547-62
- [4] Buckels, E. E., Trapnell, P. D. and Paulhus, D. L. (2014). Trolls just want to have fun. *Personality and Individual Differences*, 67: 97-102
- [5] Bulatova, E. I. (2017). Network communication strategies, Trolling (online communicative strategies, Trolling). *Journal of Saint-Petersburg State University of Culture*, 2(31): 75-78
- [6] Cruz, A. G. B., Seo, Y. and Rex, M. (2018). Trolling in online communities, A practice-based theoretical perspective. *Information Society*, 34(1): 15-26

- [7] Herring, S., Job-Sluder, K., Scheckler, R. and Barab, S. (2002). Searching for safety online, Managing «trolling» in a feminist forum. *The information society*: 18
- [8] Koit, M. (2015). Debate formed by internet comments. Towards the automatic analysis. *Ic3k 2015-proceedings of the 7th international joint conference on knowledge discovery. Knowledge Engineering and Knowledge Management*, 2: 328-33
- [9] Lumsden, K. and Morgan, H. (2017). Media framing of trolling and online abuse, Silencing strategies, symbolic violence, and victim blaming. *Feminist Media Studies*, 17(6): 926-40
- [10] Nurbekova, G., Odanova, S., Sabdenova, B., Adilbekova, L. and Osmanova, Z. (2018). Methods of teaching derived words of the Kazakh language by interactive technologies. *Opción*, 34(85)
- [11] Orimaye, S. O., Alhashmi, S. M. and Siew, E. G. (2013). Can predicate-argument structures be used for contextual opinion retrieval from blogs?. *World Wide Web*, 16(5-6): 763-91
- [12] Phillips, W. (2015). This is why we cannot have nice things, Mapping the relationship between online trolling and mainstream culture. *MIT*;: 256
- [13] Solnyshkina, M., Pankov, A., Dobronravova, O., Galimova, K., Zamaletdinova, E., Khuzina, G. and Leonteva, L. (2018). Russian literary traditions in pasternak's translations. *Astra Salvensis*