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CMC LANGUAGE IN MODERN SOCIETY

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INTRODUCTION

Modern means of communication have become one of the most important instrument of today's interaction. New communicative background affects current means of communication tremendously. We can even speak about the development of a new language, a CMC language, which is due to service computer mediated society. A CMC language also has its written form. [1, p. 28] The written form of CMC language (computer mediated communication) is a short message or SMS. British linguists has even labelled it as a "teen-talk", or more specifically "textisms".

The research work is focused on a comparative study of typological characteristics of the written form of Russian and English CMC languages.

The **object** of the research is the written form of Russian and English CMC languages.

The **subject** of the research is a comparative study of linguistic features of Russian and English text messages.

The material for the research are Russian and English text-messages.

In the course of the research there were analyzed 759 English and 356 Russian text messages.

The **goal** of the work is to determine the main characteristics, similarities and differences of short text messages in English and Russian.

Goal achievement provides us with the **solution of** the following **problems**:

1. to analyze reasons and consequences of the development of the new type of interaction.
2. to determine a language status of the new type of interaction.
3. to single out, to analyze, to compare and to classify the main characteristic trends of the new type of Russian and English text messages.

The **practical value** of the work:

The results of the research give perspectives to predict trajectory of the cultural development, some trends of the social, political and cultural development of the society.

CHAPTER I THE MAIN MEANS OF INTERACTION

1.1. The reasons for the developments of CMC language patterns

In ancient times people had a need to exchange information with other members of their society, to share experience, to pass skills to successors. That demand, and that urgent need to communicate contributed to the development of a sign system – a language.

Many definitions of language have been proposed:

1. A Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts. (Henry Sweet, an English phonetician and language scholar)

2. A language is a system of vocal symbols by means of which a social group cooperates. (The American linguists Bernard Bloch and George L. Trager)

These definitions enable us to define the main functions of the language:

1. The **informational** function can be considered most important, since it helps us deliver messages, describe things, and give our listener new information.

2. The **expressive** function is used not to deliver a message, but to express feelings and impressions. Due to the expressive function of language, we can understand the personality of a speaker, and his or her emotions.

3. The **directive** function of language is used to induce certain actions or reactions.

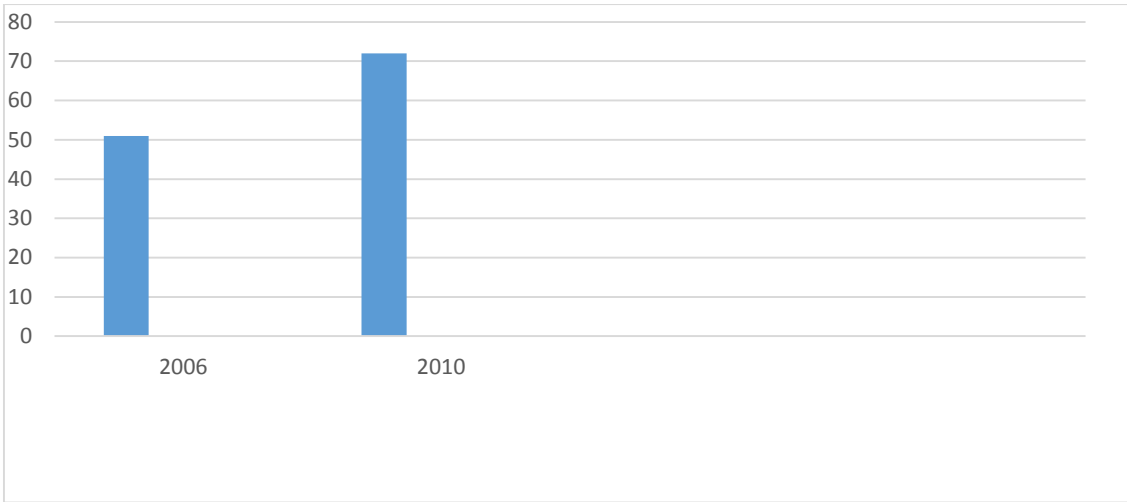
4. The **phatic** function. The only purpose of such a function is to maintain social relationships, and to begin, or continue the conversation. Its only purpose is to maintain social relationships, to begin, to continue the conversation. [6, p.48]

The development of a society is closely connected to the development of its language. Any language is a living organism that is influenced by historical, political and cultural changes.

In the course of time some words and even languages become out-of-date and finally extinct. New words that correspond to social demands appear in a language. New languages emerge to fulfill the needs of the society.

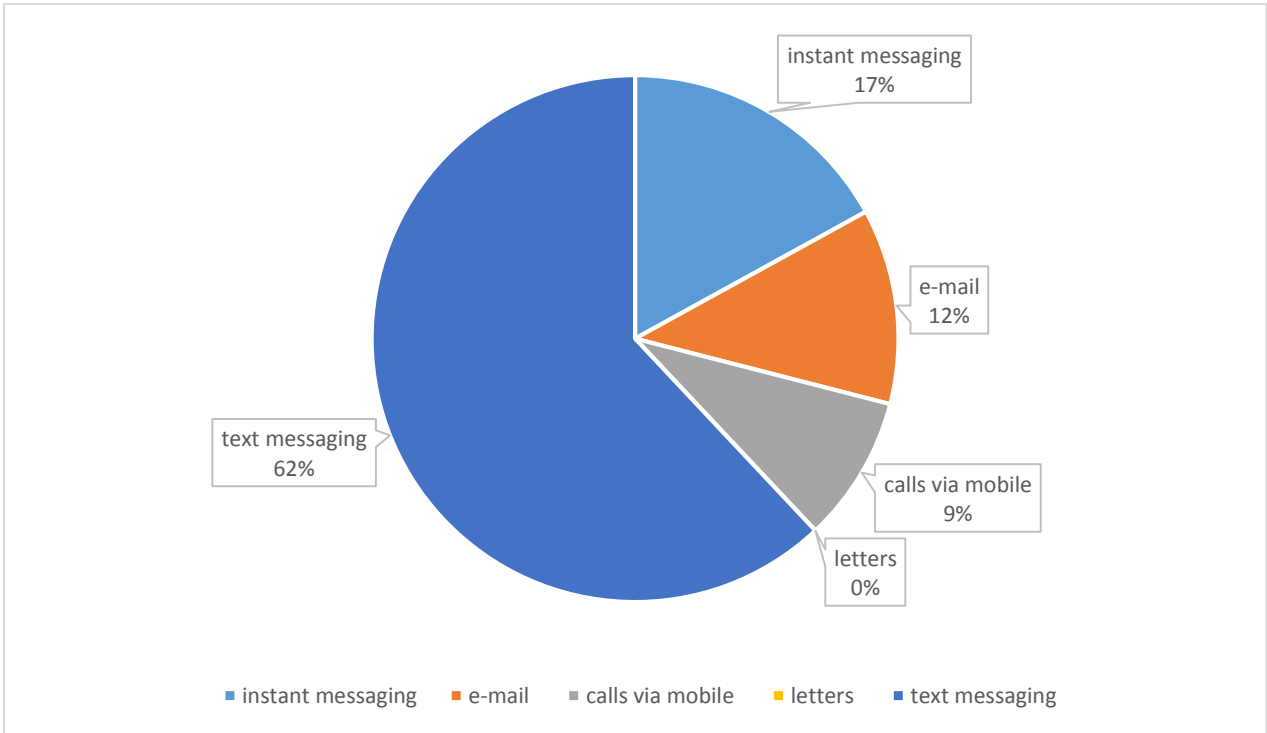
As a result of a scientific progress in the XX-XXI centuries the Internet was created. It gave birth to different ways and forms of communication. Today there are four main parts of electronic interaction: email, social networks, instant-messages and text-messages. But communication via short messages is definitely the most popular way of interaction today.

Text messaging, short message service (SMS) or ‘texting’ continues to be a popular means of communication, among young people in particular. A report by Lenhart, Ling, Campbell, and Purcell (2010) highlighted the rapid increase in text messaging, where 72% of teenagers use text messaging, compared to 51% in 2006.



In a British survey, 52% of young people aged 11-18, and 28% of adults aged 18-65, named texting as the most important form of communication that they use to stay in touch with friends. For the young people surveyed, texting ranked above instant messaging (17%), e-mail (12%), calls via mobile (9%) and letters (0%).

Statistics shows the rapid increase in text messaging in Russia from 6,6 mln people in 2016 to 11,5 mln in 2019. [8, p.7]



1.2 The consequences of the development of CMC language patterns

A number of Russian linguists say that we can observe the emergence of a new language. The language that is to satisfy the needs of the electronic means of communication. British researchers prove that the language used in young people's CMC (computer mediated communication) has been labelled "teen-talk", or more specifically "textisms", "textese", "textspeak" (in the case of SMS), "netspeak", and "weblish (in the case of computer-based communication). It has even been suggested that there may be a link between CMC language patterns (while texting, social networking and so forth) and a perceived decline in literacy standards in children and young adults. [10, p.667]

Humphrys reinforces this: writing in the Daily Mail in 2007, he described SMS as "absurd", "grotesque", and a "barrier" to communication and even described texters as "vandals who are trying to ruin the language" [7, p.48].

This suggestion that SMS is a "barrier" reflects the stereotype of the texter as an inferior communicator; it has been suggested that an over-dependency on technology has culminated in a youth generation with deficient communication skills [4, p.121], causing a "dumbing down" of language and a "lowering of standards". [10, p.667]

However, empirical research does not support this negative appraisal of text language nor of texters' language skills. The data show that the majority of text language is standard form, and the nonstandard forms used are often creative, serve an obvious communicative function and reflect a skilled command of language. [9, p.34]

1.3. A status of a new type of interaction

A Russian researcher L Ivanov proves that the language used in young people's computer mediated communication is definitely a new functional language and it cannot be related to any language style. It cannot be related to any type of discourse (religious, scientific and so forth) either. This functional language has not only specific functions but is used in everyday communication. [2, p.57]

Other scientists (K. Frehner, V. Zemzereva, V. Harchenko) prove that the new functional language, CMC language, has both written and oral forms. [1, p.28; 3, p 68, 5, p.16]

The research of text-messages is multidimensional by its nature. Sociologists, cultural scientists, psychologists, linguists, psychologists are involved in it. A new science mosociology or mobile sociology has just appeared. It deals with sociocultural aspects of this form of communication. A famous British linguist Crystal thinks that a new kind of linguistics, «cellinguistics», is about to appear, that will study language aspects of SMS-communication.

A great deal of neologisms has appeared in the language to name the new notions.

Neologisms cover the following main subject-matter areas:

1) Text messaging itself: to text, textage (text + message), textee, texter, textersation (text + conversation), to textertain (text + entertain), to texticate (text + communicate), textify (text + notify), textiquette, to textplain (text + explain), textship, textflirting;

2) kinds of SMS-messages: text-cuse (text + excuse), textology (text + apology), textvitation (text + imitation)-,

3) types of communicators: textaholic, textard (text + retard), textexpert, text addict, text illiterate, text king, textingnewb, Texting Romeo;

4) language of communication: SMS-lish, textese, texticon, textish, textism, textspeah,

5) emotional state of communicators: textasy (text + ecstasy), textcitement (text + excitement), textfusion (text + confusion), texticipation (text + anticipation), textiety (text + anxiety), textpectation (text + expectation), textperate (text + desperate), textracted (text + distracted)

6) mental or physical disorders: textitis, textlexia, iexting thumb;

7) forms of deviant behavior based on inadequate use of CMC service: textual harassment, text-stalking, text terrorism.

In the USA a dictionary of the CMC language was published. Homer's Iliad and even the Bible were translated into it.

In New Zealand the language used in young people's CMC was allowed at exams. In many countries all over the world (including Oxford university and Sorbonne) special CMC language courses were opened. People want to use and to understand the CMC language.

So, a spread of message services has lead to the appearance of the CMC language, which has both oral and written forms. That functional language fulfills today the following functions: maintaining contacts, solving problems etc.

CHAPTER II COMPARATIVE ANALYSIS OF TYPOLOGICAL CHARACTERISTICS OF ENGLISH AND RUSSIAN SMS-LANGUAGES

For the laws of communication are the same in different language systems, different languages has common characteristics of texts-coding.

However, there are some differences, which are mostly of a private nature. For example, Russian-speaking SMS communications have such features as the use of transliterate, unusual for English-speaking messages, as well as certain peculiarities of abbreviations, which are influenced by the peculiarities of the grammar of the Russian language.

CMC language is characterized by a unique set of lexical, grammatical and semiotic characteristics. The mail principle is the principle of economy. It has a great influence on the formation of CMC language. Compression is achieved through the use of both specific means and traditional reduction techniques.

Specific reduction techniques include phonetic spelling; consonant writing techniques; logograms; elimination of punctuation and gap marks; and transliteration (in Russian short text messages).

In English, Russian SMS communications there is a tendency towards phonetic spelling due to the «economy principle» and the desire to create the effect of informal communication.

The analysis of short text messages identified a number of the most common phenomena. The most common in both CMC languages are:

Phenomenon	English	Russian
Elimination of letters	darlin, to examin	десница, сонце
letter replacement	Ъак (back), суд (could)	купаца (купаться), щастье (счастье)
using one letter instead of doubled	Mal (mall)	Именинник (именинник)

One of the most common ways to reduce the print space of SMS messages is consonant writing. Vowel elimination is more common for consonant letters are more informative. Two main types of consonant writing are found in both CMC languages: 1) with full vowel elimination; 2) with partial vowel elimination. Consonant writing techniques are so economical that are applied not only to words but to the whole sentences.

Phenomenon: Vowel elimination	English	Russian
Full vowel elimination	<ul style="list-style-type: none"> • Ppl – p(eo)pl(e), • ADVD – Advised • B – Be • BC – Because • BLZRD – blizzard • CRDTCHCK – Credit Check 	Птм – п(о)т(о)м(у)

	<ul style="list-style-type: none"> • CUPL – Couple • FWD Forward • grrlz – girls 	
Partial vowel elimination	<ul style="list-style-type: none"> • Cngrtultns – c(o)ngr(a)tul(a)t(io)ns • 2nite – tonight • add – address • aight – all right • bcoz – because • Blkbry – blackberry • FAV – favorite 	Интрчн – инт(е)р(е)чн(о)
Phrases	jstcllme/JstCUMe - j(u)st c(a)ll	

One of the most vivid features of CMC communication is the usage of logographic symbols in the text- numbers, letters, alphanumeric combinations and typographical signs. They often replace letters, syllables and even whole words. In most cases logograms are used to replace words or parts of words because they sound similarly (the phonological approximation principle).

As the study showed, the most productive syllabic and word-forming numbers in the English CMC language are 1, 2, 4, and 8. The most frequent numbers of the Russian CMC language are 1, 2, 3, 5 and 7.

Phenomenon	English	Russian
alphanumeric combinations	<ul style="list-style-type: none"> • nol -no one, lder – wander; • 1daful – wonderful • in2 - into, 2ht2hdl - too hot to handle; • 2day – today • E123 – Easy as One, Two, Three • every1 – everyone • F2F – Face-to-Face, a.k.a. face time • F2T – Free To Talk • 4 her - for her, 4ward-forward, there4 – therefore; • m8 - mate, 8 - ate 	<p>1аковый – одинаковый 2жды – дважды см03 – смотри 5но - пятно 7естр - семестр</p>

Like numbers, the letters of the English alphabet can also replace individual words and parts of the words, phrases often in combination with numbers.

Typographical symbols are often used in CMC communication, such as @ («commercial at»), & («ampersand»).

Phenomenon	English	Russian
Substitute numbers	<ul style="list-style-type: none"> • y – why • kt – Katie • dem – them • dese – these • dey – they • t4u - tea for you • OIC - Oh, I see • CUL8er - See you later • G1 – Good One • G2G – Got to Go • B2A – Business-to-Anyone • BI5 – Back In Five • BIBI – Bye Bye 	
Substitute signs	<ul style="list-style-type: none"> • @party - at party, • th@ - that • dem& - demand • 2b@ To Be At • @TEOTD – At The End Of The Day • B&E –Breaking & Entering • D&M – Deep & Meaningful • d/c – disconnected • H&K –Hugs and Kisses • h/o – Hold On • h/p – Hold Please • B&F –Back and Forth • B/C – Because • B/W – Between • B@U or BAK@U – Back at You • c%d – it means could • c%l – it means cool • C&G – Chuckle and Grin 	

A desire of SMS communicators to save time and afford leads to certain grammatical disorder. One of the most common one is a violation of punctuation standards – punctuation marks, gaps, slashes and so on.

There is more example of principle of economy. There was an interesting trend in Russian SMS messages–the usage of Latin alphabet. A ratio of Latin characters to Cyrillic ones was 2:1. The reason for that tendency was a capacity. A message written with the help of Latin alphabetic characters was able to hold 160 signs but a message in Cyrillic only 70.

One of the more traditional ways to avoid extra information is a tendency to initial abbreviation and to reduction of parts of words.

Of all the types of compressions used in messaging, the largest one is initial abbreviations. Their number is constantly growing due to appearance of new reductions and abbreviations.

Initially only the most frequent words were reduced, but now communicators reduce phrases and even sentences.

Phenomenon: abbreviations	English	Russian
The most frequently reduced words and word-combinations	<ul style="list-style-type: none"> • f/F? - Friends?, п/П – Привет • 4e – forever • 4EAE – ForEver And Ever • ym/YM - Young Man, 	со/СО - Стечение Обстоятельств
Phrases	<ul style="list-style-type: none"> • hagn/HAGN - Have A Good Night, • CSL – Can't Stop Laughing • CT – Can't Talk / Can't Text • FS – For Sale • GSOH – Good Sense Of Humor • HIG – How's It Going? • HIH – Hope It Helps 	мббил/МББИЛ -Могло Бы Быть И Лучше
Sentences	<ul style="list-style-type: none"> • wayd/WAYD? - What Are You Doing? • AFAGAY – A Friend As Good As You • AFAICSAs Far As I Can See • AFAICT – As Far As I Can Tell • AFAIK – As Far As I Know • AFAIR – As Far As I Remember • AFAIU – As Far As I Understand • BTWITIAILWU – By The Way I Think I Am In Love With You • CWOT – Complete 	ЕМНИП - Если Мне Не Изменяет Память

	Waste Of Time • CWYL – Chat With You Later • GOI – Get Over It • GMTA ASDO – Great Minds Think Alike, And So Do Ours • GMTFT – Great Minds Think For Themselves	
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Abbreviations are more common in English but in recent years they have been getting more and more popular with Russian communicators. We should mention four groups of initial abbreviations:

1. the most common Russian abbreviations;
2. new Russian abbreviations of CMC language;
3. borrowed abbreviations in Cyrillic script that preserved original pronunciation;
4. borrowed abbreviations that preserved original writing.

The most sustained abbreviations are fixed in the dictionaries.

Phenomenon: abbreviations	English	Russian
the most common Russian abbreviations	<ul style="list-style-type: none"> • EM – Excuse Me • EMA – E-Mail Address • EML – Email Me Later 	<ul style="list-style-type: none"> • ФЮ
new Russian abbreviations of CMC language	<ul style="list-style-type: none"> • 9 – parent is watching • 99 – parent is no longer watching • A3 – Anytime, Anyplace, Anywhere • book – cool • da – there • hahaha – laughing 	<ul style="list-style-type: none"> • 77? - Где Ты?
borrowed abbreviations in Cyrillic script that preserved original pronunciation		имхо/ИМХО (от imho/ИМНО – In My Humble Opinion
borrowed abbreviations that preserved original writing		omg/OMG - Oh My God

Reduced words are one of the most popular means of CMC-language. Some words lose their beginnings. That phenomenon is called aphaeresis. Some words lose their endings (apocope). Some words lose both their beginnings and endings (aphaeresis+ apocope). Some words lack a sound or a group of sounds in the middle of a word (syncope).

Phenomenon: reduction	English	Russian
apocope	<ul style="list-style-type: none"> • mo - mo(ment) • <u>def</u> – definitely • <u>doin</u> – doing • <u>Hi</u> – High 	бу - бу(дешь)
aphaeresis	o - (hel)lo	бук - (ноут)бук
aphaeresis+ apocope	<ul style="list-style-type: none"> • gtats - (con)grat(ulation)s • <u>govement</u>, guvmint, gumint – government 	Доров - (3)доров(о)
syncope	bday - b(irth)day, <ul style="list-style-type: none"> • <u>dunno</u> – i don't know 	элка - эл(ектрич)ка

To make CMC language more expressive communicants use

1. quotation marks (“”) to show intonation pattern of the saying;
2. CAPITAL LETTERS to imitate loud voice;
3. A slash (–) to imitate changes of the voice;
4. Lots of dots or ellipses (...) to show a pause;
5. Phonetic writing to mark the peculiarities if the pronunciation.

To compensate lack of emotions emoticons are widely used in the CMC-language.

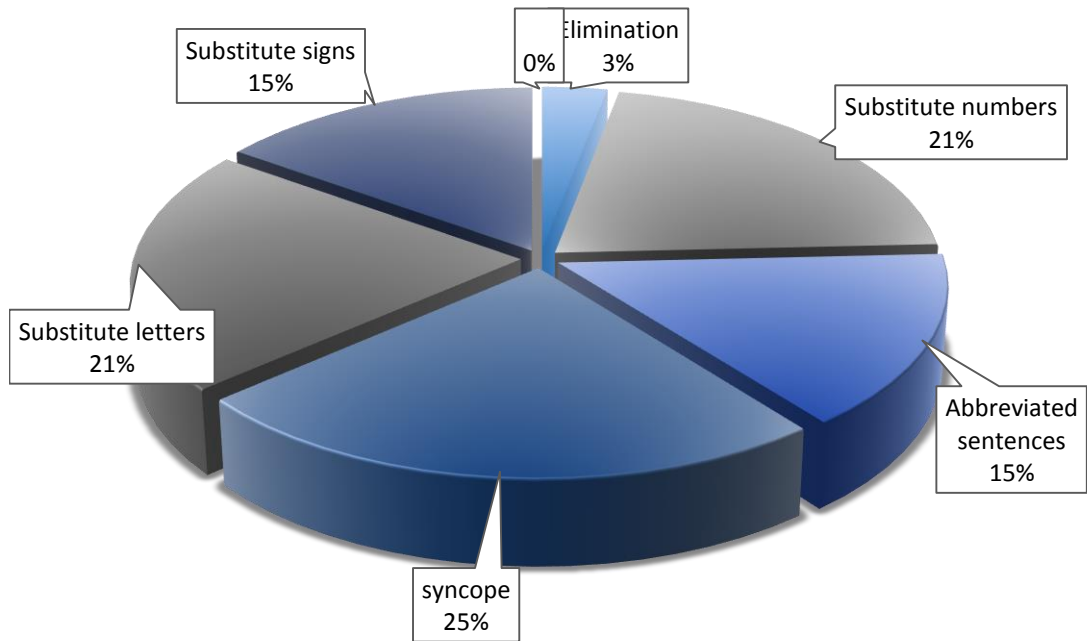
They offer a wide range of "tones" and feelings, portrays specific emotions through facial gestures, pictures.

The most popular kind of emoticons:

1. facial expressions;
2. pictograms;
3. kaomojis – popular emoticons in Japan, used to communicate emotions and descriptions using Japanese grammatical punctuation and symbols.
4. animated emoticons;
5. math emoticons.

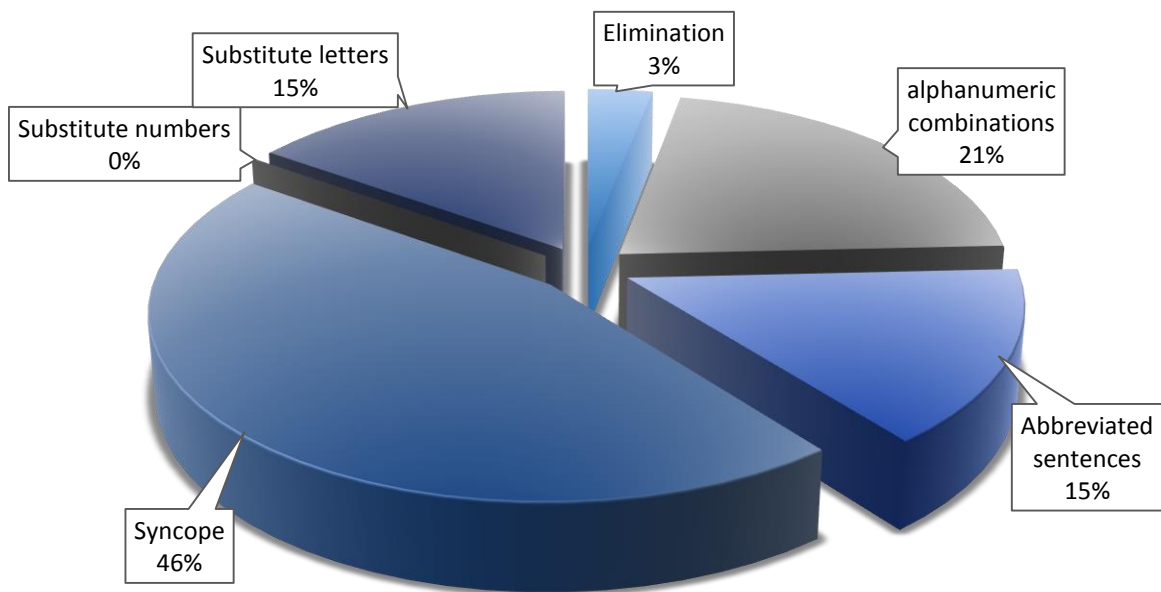
We have analysed the most common characteristics of text-coding in English and in Russian. The diagram shows that the most common characteristic is a syncope (46%), the less common – elimination (3%), substitute numbers, letters and abbreviated sentences are equally important. While in Russian the most popular characteristic is a syncope (46%), then goes alphanumeric combinations (21%), substitute letters and abbreviated sentences (15%), the least common characteristic is elimination (3%).

The most common characteristics of text-coding in English



- Elimination
- Substitute numbers
- Abbreviated sentences
- syncope
- Substitute letters
- Substitute signs
-

The most common characteristics of text-coding in Russian



- Elimination
- alphanumeric combinations
- Abbreviated sentences
- Syncope
- Substitute numbers
- Substitute letters

So, technological progress encouraged people's desire to communicate and gave them new possibilities. Mobile phones, computers, laptops, and other electronic devices gave birth to online communications.

New means of communication made it possible a new kind of language that is to satisfy the needs of the electronic means of communication.

CMC language is characterized by a unique set of lexical, grammatical and semiotic characteristics.

CONCLUSION

The development of the society has produced a new functional language, that is called CMC language (computer mediated communication). It cannot be related to any existing language style. It was observed that the language of computer mediated communication has both written and oral forms and unique characteristics of text-coding. The CMC language has also a unique set of lexical, grammatical and semiotic characteristics. The main principle is the principle of economy. It has a great influence on the formation of messages. Compression is achieved through the use of both specific means and traditional reduction techniques.

Specific reduction techniques include phonetic spelling; consonant writing techniques; logograms; elimination of punctuation and gap marks; and transliteration (in Russian short text messages).

In English, Russian communications there is a tendency towards phonetic spelling due to the «economy principle» and the desire to create the effect of informal communication.

In the research we have made an attempt to compare typological characteristics of Russian and English CMC languages. We concluded that the laws of communication are the same in different language systems, as different languages have common characteristics of texts-coding. However, there are some differences, which are mostly of a private nature.

CMC language is used today not only for messaging, but plays an important role in the society. In many occasions it serves to establish relationships, to settle conflicts. Many politicians and celebrities use it to communicate with the society.

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