



## MENTAL ENLIGHTENMENT SCIENTIFIC – METHODOLOGICAL JOURNAL

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<http://mentaljournal-jspu.uz/index.php/mesmj/index>



## INTERNET COMMUNICATION IN THE PROJECTION OF TRANSFORMATION OF COGNITIVE SIDES OF VIRTUAL PERSONALITY

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### ABOUT ARTICLE

**Key words:** communication, deviance, technologies, online communication, linguocreativity, anti-orthography, cognition, personality, information.

**Received:** 16.05.25

**Accepted:** 18.05.25

**Published:** 20.05.25

**Abstract:** The anonymity inherent in online communication, especially in combination with the physical distance of participants, can provoke non-standard and, at times, deviant behavior. In this article, we examine the specifics of such behavior in the online environment, and also raise topical issues of self-identification of users who act as linguistic personalities in the virtual space of the Internet. This study is aimed at identifying the fundamental factors that determine changes in language caused by the restructuring of text tools and communication channels in an environment of anonymity and distance. As a result, there is an active stylistic assimilation of the latest text formats and a rapid development of organized colloquial speech, which affects all levels of language, including online vocabulary, specialized electronic slang, the genre of electronic letters and the use of language manipulation technologies.

**Introduction.** The evolution of linguistic categories in the context of the digital environment reflects the dynamics of changes in socio-cultural conditions and the needs of society, influencing communication processes that require adaptation to modern standards of interpersonal communication. Analysis of language constructions used for self-identification in virtual reality is an important area in linguistic science, allowing us to identify transformational processes in the speech practices of Internet users. For example, the manifestation of individuality in the virtual space can be recorded through the use of code systems of communication on the network, including specific linguistic elements, non-verbal gestures and facial expressions. These factors influence the evolution of digital platforms that contribute to the formation of Internet addiction among young people, the simplification of language structures in messengers and the emergence of new language forms, such as the “Orban language” [9].

The transformation of linguistic categories in the digital space illustrates the need of modern society to search for and develop new forms of communication that correspond to changes in the lifestyle and needs of individuals. Recently, there has been a significant increase in the use of polycode information channels, including the transmission of voice, video, short text conversations, graphic images and other data.

In the world of Internet communications, unique and diverse language structures are widespread, enriching the common vocabulary space. An example of uniform and diverse ways of exchanging information on the Internet is the use of Internet memes. They allow information to be transmitted in a convenient and understandable form to those who communicate in a certain part of the digital space and, as a rule, do not resort to other forms of online communication.

**Literature review.** According to many scientists [4], [8], [4] who study Internet memes from the point of view of semiotics, these phenomena act as symbolic signs. In the scientific community, the classification of Internet memes as forms of expression of connotative information on the Internet is represented by the following types: text memes (most often these are words or phrases), memes based on images, video memes and creolized memes, which combine text and pictorial components [10, p. 160-172].

Virtual personal qualities, manifested in polycode and creolized memes, are of particular interest from the point of view of assessing the degree of involvement of the virtual personality

in the discussed topic of communication. It should be emphasized that the widespread use of devalued vocabulary and borrowed words (especially “polycode memes”) is a negative trend in the field of network communication.

On the other hand, studying the evolution of professional opinions of leading scientists allows us to assert that in recent years, negative trends in Internet communication have been transformed into a kind of linguistic feature that is acquiring the features of a temporary phenomenon [13, p. 458-464]. Bringing together various, sometimes even contradictory, opinions, we can conclude that: “problematic issues of language use are becoming more complicated in the process of expanding the presence of the Internet in social communication and the formation of a multichannel, interactive electronic field” [3, p. 7-16]. The increasing use of abbreviated text messages in online dialogues among young people indicates an increasing distance from classical forms of communication. At the same time, linguistics experts note that in the online environment there is a tendency to “simplify language”, which implies a transition from a synthetic to an analytical structure of language. It is important to emphasize that this style of communication is characteristic mainly of active Internet users who spend a significant part of their time in the digital space. Within the framework of online communication, a special type of equalization of individual personality characteristics has been observed. In such conditions, a person begins to perceive himself as an object of control. The pinnacle of such influence is the formation of psychological dependence (addiction) in Internet users.

In the context of cognitive dysfunctions, it is worth noting K. Jung’s view on such types of addictions, where he emphasizes that the personal psychology of an individual correlates with the psychology of society as a whole [15]. Digital communication in the modern world inevitably forms a collective style of interaction, giving rise to many behavior patterns. Among them are unifying clichés that have a multidimensional interpretation, a tendency to verbosity and, at times, cause a negative reaction. These behavior patterns are especially characteristic of young people. In the process of online communication, people, often without realizing it, under the influence of the Lombard effect, adapt their way of expressing thoughts, be it monocoding or polycoding, for a more effective perception of information signals. This leads to the fact that the recipient of the message becomes more savvy in relation to the communication style. Based on the Lombard effect, an extensive model of the communication network is built, based on generally accepted rules. As a result, linguistic norms are simplified and the

development of non-verbal and extraverbal elements of communication is stimulated [1, p. 87-111].

**Result and discussion.** We believe that changes in the cognitive characteristics of an online personality are closely related to the manner of its expression in online communications. For example, there is a connection between the total volume of statements and personal qualities such as restraint, attention to detail, a tendency to think, integrity and authority [6]. The anonymity inherent in online communication plays an important role in its characteristics. In combination with the physical distance of the participants in the dialogue, it creates fertile ground for deviant behavior, such as spam, trolling and flooding. This opportunity arises due to the lack of a connection to the place and time of communication, as well as the ability to stop interaction at any time without consequences.

At the same time, the opportunities provided can encourage participants in communication to fail to comply with linguistic norms when creating and maintaining virtual connections. [12, p. 22]. The activity of users in creating and developing linguistic images for self-identification of virtual personalities in the Internet space is steadily growing. A distinctive feature of this activity is its manifestation on all planes of the language structure, which determines its dynamic transformation into a unique feature of the language of network communication, which is a special object for research. The evolution of virtual speech, covering the Internet space and its linguistic component, especially the segment of network vocabulary, is clearly demonstrated by the example of virtual jargon. The revival of this specific style can be attributed to a new, unique genre, which to a certain extent can be interpreted as epistolary, as well as an example of the use of language game technologies [1]. However, the creation of new linguistic norms in this way can be considered as a manifestation of deviation from accepted syntactic and grammatical norms. Studying such “modifications” in the online environment, K. Denisov points out that “all such “crooked writing” should be based on competent writing, otherwise no one will notice it. Mistakes become funny when the writer knows exactly what they are” [7]. The problem of incorrect spelling in the online space reflects the unique features of Internet dialogue, including its informal nature and tendency to violate standards of stylistic correctness.

When studying the so-called “language of waste”, deviations from traditional grammatical rules can be clearly observed. This language is characterized by systematic

violations of accepted spelling norms, as well as the use of informal speech and obscene language, which can even touch on taboo topics. Although this language in its most extreme form is gradually losing popularity, it continues to influence the deformation of linguistic norms in order to establish and maintain virtual connections.

Virtual communication on the Internet requires users to have the most compact and effective linguistic means to expand and preserve their information space. However, it is not always possible to talk about a deliberate violation of linguistic norms. Linguists emphasize the importance of perlocution, or performative speech, which plays a significant role in this context.

Many web resources create conditions that facilitate the creation of performative messages. This, in turn, contributes to the expansion of linguistic means and the emergence of new stylistic and lexical features, giving communication a unique coloring. The transformation of language means in the communicative space of the electronic information field demonstrates a constant growth of creativity, which is a characteristic feature of modern virtual communication. It is remarkable that the development of network languages is manifested in all areas of linguistics, which makes them a truly fascinating object for research attention. The study of lexical changes in the Internet environment is especially relevant, since here we see deviations from the traditional rules of syntax and grammar, which sometimes go beyond the generally accepted ethical standards of communication. This situation requires the scientific community to pay close attention and find a balance between linguistic creativity and preventing the degradation of language into chaos. It should be recognized that the deformation of language elements is not limited to a conscious violation of norms for the purpose of self-expression and highlighting one's individuality.

Changes in textual means and communication channels are not superficial phenomena, but have roots in deeper processes. New stylistic devices are constantly emerging, the principles of constructing text composition are changing, and the boundaries between text and visual elements, such as illustrations and graphic images, are becoming increasingly blurred. As a result, a new aesthetic language is being formed that goes beyond traditional text forms. Examples of this kind of linguistic phenomena include, for example, the so-called ceteratur, which is fiction that exists exclusively within the framework of Internet communication. It is important to emphasize that dialogue in online chats is characterized by increased emotional saturation. The compensatory role of connotativity in such communication is manifested in

situations where, due to the lack of non-verbal elements, it is difficult to convey the emotional load of the message. Moreover, increased emotionality in online communication makes it more sensitive to the mutual respect of the participants. In this regard, the Internet space, due to its features, opens up unique opportunities for users to form virtual linguistic images [5, p. 219-229].

Electronic communication stands out for its uniqueness due to the fact that the limited amount of data about the partner in the conversation opens up scope for creativity in the selection and structuring of the text within the framework of the required characteristics. "Participants in communication try to obtain the necessary information about the interlocutor indirectly (nicknames, avatars, pseudonyms or directly): for example, one can see in chats in English-language communication the presence of special abbreviations: asl (age, sex, location (translated from English: age, gender and location) or morf (male or female (translated from English: man or woman), clarifying at the beginning of the chat the gender and age of the communicants, as well as their place of residence" [2].

**Conclusion.** The features of speech genres that we observe in online communications include the desire of users to shorten their messages, while maintaining their emotional richness. This is achieved thanks to communication tools developed on the basis of electronic information systems and functioning exclusively in this virtual space. This approach to changing linguistic means, in comparison with classical ones, inevitably affects the cognitive processes of the individual, forming the uniqueness in his communicative behavior, which he consciously or unconsciously establishes for himself. All this confirms the importance of studying changes in personality under the influence of linguistic categories used on the Internet. Analyzing the cognitive impact of Internet communication on personality, it can be argued that it provides users with an exceptional opportunity to form and demonstrate their "I" in the virtual information environment. In the online environment, a person can demonstrate different sides of his personality during communication, which is associated with the possibility of anonymity, freedom of choice to participate in the dialogue and the right to interrupt it at any time.

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