

Problems of linguistic Ecology of Media and Internet Network Information Spaces

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Abstract:

The article focuses on the means of creating expressiveness in mass media materials. The modern media space, which has experienced the freedom of speech, is jargonized and criminalized. Furthermore, this entailed the use of not only non-normative but also taboo invective means that offend human dignity. The study aims to identify and describe the nature of invective means to clarify their differences from substandard lexemes. Communicative-pragmatic, linguo-ethical, psycho-emotional, sociological analyses, content analysis, and associative experiments were conducted during the research. The following results were obtained: media texts, books, internet materials included in the media space were reviewed and analyzed; means that conduce to the commission of linguistic violence against a person (invective), substandard vocabulary used to add expressiveness and emotionality to the statement have been identified and described; their distribution into groups was carried out; the differences between invective vocabulary and substandard vocabulary are clarified; an association experiment was conducted; the functions of legal linguistics and media ecology are identified. Conclusions are drawn about the need to distinguish invective means from substandard lexemes. The article's novelty is recognizing the differences between the groups of invective and substandard vocabulary used in the mass media and their description and analysis of new factual material.

Keywords:

Everyday speech, insult, invective, jargon, legal linguistics, media ecolinguistics, slang.