THE LINGUISTIC, STRUCTURAL AND PRAGMATIC

FEATURES OF THE INTERNET MEME

Алиева Айшабиби Турехановна.

In the analysis of memes we recognize that the sense of the meme consists of information arriving on several channels which are interconnected among themselves. The Channel One which is central for studying in this work ‒ is the linguistic (verbal) code (the inscription placed in the Internet meme). The second is a visual channel (a nonverbal component) which includes several components:

1) the image used in the meme: the photo, the picture and also the combination of the photo and picture is possible.

2) Color;

3) the font used in the meme; in spite of the fact that the font is used for registration of a linguistic row, we carry it to the visual code as the font is capable to create some visual effect;

4) Graphic design of the meme: the background used in the meme and also additional visual resources, such as framework, fields and so forth.

Let's consider lexical features of a verbal component of the meme. It should be noted that in Internet memes generally neutral, common lexicon as creators of Internet memes seek to make them available to understanding of most of users is used.

In Internet memes lexicon both in direct, and in a figurative sense is used. In memes various jargons and slang are quite often used. It is necessary to tell that Internet memes are addressed to people with various cultural level.

Frequent use of jargons and slang in Internet memes speaks about some of Internet memes from the lingual-cultural point of view. The intended colloquial and jargon of lexicon of memes answers the general concept of the meme as sample of a clear and available cultural phenomenon within this subculture.

As slang reflect language trends of a certain group of people (teenagers, children, criminals, etc.), the Internet memes including slang become manifestation of culture of that community to which slang unit belongs in a certain measure. For example, on the Internet a large number of the Internet memes including a slang of teenagers which become a part of the closed, inclusive culture of teenagers is observed.

Jargons are also often used in memes. Nowadays one thousand Internet memes 98 jargons are used. Abbreviations from Internet slang, such as are generally used:

LOL - Laugh out loud

CYA - See you around

HTH - Hope this helps

BFF - Best friends forever

FAQ - Frequently asked questions

TTYL - Talk to you later

Sometimes the informality reaches the highest level in memes and takes the form of violation of the language convention. In one thousand accidentally selected Internet memes 74 units of the revealed.

Use of professionalism and terms is very limited because the Internet meme with use of highly specialized lexicon is clear only to the persons belonging to a certain professional or scientific area. During the research it was revealed that in one thousand accidentally chosen Internet memes 9 professionalism and terms were used.

However there are series of Internet memes which are specially addressed to experts in this or that area.

The Internet meme is the salutary environment for use of neologisms: in one thousand considered Internet memes 80 neologisms were used. Neologisms reflect evolution and development of dictionary structure of English; they are often created by journalists of newspapers, such as New York Times, Washington Post, the Guardian, etc. As a rule, neologisms, introduce a variety and beauty in newspaper articles, have strong pragmatic effect or a certain connotation. For emergence of neologisms development of technology, computer technologies and the Internet can be an incentive. Many neologisms in English belong to the semantic field Internet or "computer technologies".

Other feature of neologisms is the meaning capacity because they often

transfer a lexical meaning of the whole phrase or even the whole offer.

The genre of Internet memes assumes, as creators of Internet memes, and those who read them, well own Internet technologies and actively use the Internet.

Therefore Internet or "computer technologies" often occur in Internet memes.

The system of Internet memes is the instrument of communication.

The use of Internet memes is not regulated or poorly regulated by censorship and netiquette in spite of the fact that many memes contain dangerous or indecent content. The main attention in a research was paid to process of generation of meaning in the meme. It was established that interaction of its components is resulted by process of semiotics hybridization which was analyzed with a support on the theory of conceptual integration.

The analysis showed that process of conceptual integration in the Internet meme carries complicated, often the multilevel character in view of the complex semiotics nature of the Internet meme and acts as a coherent formation factor. In the course of conceptual integration mental spaces can play an inadequate role.

Internet meme more detailed analysis of the mechanism of pragmatic influence of the Internet meme, secondly, deep consideration of cognitive mechanisms which are involved in process of coding and decoding of information in the Internet meme, thirdly, more thorough study of the semiotics nature of the Internet meme, perhaps, with application of various experiment and also further studying of case phenomena in memes