THE IMPORTANCE OF THE EMAIL LANGUAGE IN THE MEDIA DISCOURSE

Abstract. In the modern world of the Internet, at a time when man-made technology is opening the way to all areas of our lives, it is not surprising that a new field of linguistics - the rapid development of Internet linguistics. The Internet language is constantly on the move; it is observed and operates in different types of communication. In the 21st century, the study of the Internet language from a systemic and structural point of view is observed. At present, linguists are focusing on the analysis of different expressions of the new media discourse in the various virtual worlds observed in the communication process. The formation of an anthropocentric scientific paradigm in linguistics leads to the intensification of linguistic trends related to communication problems. Internet linguistics studies the new language style and form created by the Internet. Internet linguistics can be developed in four perspectives: sociolinguistics, pedagogy, stylistics and applied linguistics. When it comes to communication, it is impossible not to remember the term discourse. Electronic discourse and computer-mediated discourse also provide a basis for the interactivity of computer users to keep social communication active.

Keywords: internet, linguistics, media, discourse, text, email, communication

Introduction

One of the most widespread means of Internet communication is email. It is true that defining the language of emails or learning their linguistic identity may seem easy on the one hand, but it is not easy on the other. The easy part is that emails sometimes use a fixed form of discourse. For example, there are ready-made mail message texts sent to email users. One of the most difficult aspects of learning the language of emails is determining the purpose of writing emails.

It has already been proved that by the year 2000, about 800 million people used...
email and 100 million people received email [13, p. 146]. The age, gender, cultural views, etc. of email users should be taken into account. S. Johansson writes that individual emails consist of many functional elements [14, p. 305]. For example, traditional letter forms and memoirs have the same purpose. Such forms of writing reflect the same structure, i.e. the title is written at the top and the text of the message at the bottom.

According to David L., Ushioda E. and others, e-mail headlines should have four main elements: [6, p. 40]

1) Email address (to whom the message is sent). In this case, the personal address of the sender of the message is either automatically available in the user list or rewritten. This step is considered to be mandatory and important;

2) Electronic applicant (address of the sender of the message). This is also done automatically and is considered to be a mandatory element;

3) A brief summary of the message is written in the ‘subject’ section. This step is handwritten by the user;

4) The next step is performed automatically by the program: the date and time of sending the message is recorded automatically. We think that some users may violate this ranking in certain cases, but the mandatory steps must be followed. The screen on which the emails are sent contains boxes such as Inbox and Sent box. David A. and Heslop B. write that in addition to important elements, emails contain several non-binding elements [7, p. 76]. We can list them like the following:

1. The abbreviation “Cc” (carbon copy) on the email screen indicates the time required to receive a copy of the message or e-mail;

2. The abbreviation “Bcc” (/blind carbon copy/) indicates where to receive a copy of the message;

3. Where there is a paper pin, the reinforcement of the material to which the message will be sent is indicated;

4. The location of any symbol, such as an exclamation mark, is the first indication of the receipt of the message.

The structure of e-mail addresses is fixed, for example, it can be nahidamahmud@yahoo.com. Otherwise, the message will either not be sent or will
not be accepted. N. Flynn and T. Flynn write that if the above-mentioned important email labels are not filled in correctly, it is considered rude [8, p.15]. There is a difference in the filling of e-mail labels depending on the age and gender of individuals and their level of intelligence. It is not often the case that young people follow all the labels. For example, many young people do not want to fill in the ‘Topic’ section, and English young people consider it ‘real foolish’. Unlike English youth, Japanese youth like to fill in the “Subject” section and call it /オームフ/ “real oomph” [11, p.379].

Email texts or messages usually begin with a greeting. However, there are some emails that do not contain a greeting. This is mainly the case with public announcements and meaningless correspondence. In some messages, automatically send /Dear X/, /Hi, X/ and other ready-made application forms are used.

The emails of people who know are different from official messages. Correspondence between people who know each other is simpler and more concise. The person responding to the message accepts the message as the second part of a face-to-face relationship, in which case the greeting is not considered appropriate. The given example may illustrate our point of view:

– ¿Nahida, will 10:00 OK for the meeting? (Nahidə, görüş üçün saat 10:00 münasibdirmi?)
– /Fine// (Əla)

Such answers create some appropriate style among people who know one another. Collot M., Belmore N. write that even people in close contact should stay away from non-standard greetings in such emails [4, p.13]. According to them, people should follow the correct greeting style, regardless of the language in which it is written [4, p. 20].

It is advisable to use different facial expressions in emails. In this regard, D.Crystal writes: ‘Facial expressions are suitable for use, but their usage should not become a habit’ [5, p.124]. The usage of facial expressions in text messages is more common among young people. Angell D., Heslop B. write: ‘Facial expressions are considered as slang message texts and should not be used in official business messages’ [1, p.11]. As technology advances, so does the usage of typographic
options such as audio, graphic, and video files can be sent as message texts during multi-purpose email messaging.

The usage of punctuation is especially noteworthy in email texts. McCormick N.B. and McCormick J.W. write that because the texts of incoming messages are more informative, they often use punctuation marks [11, p. 379]. Let’s analyze the following dialogue:

/I’m going to inform you that 😊/ (“Sənə bildirmək istəyirəm kı😊”)  
/Our plan has been delayed 😞/ (“Bizim planımız təxirə düşdǔ😞”)  
/But, of course, I have something at hand:-o/ (“Lakin, şübhəsiz ki, fikrimdə başqa bir şey var:-o”)

In this example, emojis of laughter, sadness and charm are used. The first sentence says, ‘I want to tell you’, and the speaker puts a smile on his/her face to ease the tension. ‘Our plan has been postponed’ at the end of this sentence a speaker puts a sign of grief to express his/her grief.

The study of emojis is considered to be one of the current topics of recent times. Observations show that recently musicians, artists, politicians, advertisers and many others have been using them on their Twitter and Facebook pages. It is even interesting to note that one of the musicians of the famous Beatles, P. McCartney, created ten animated emojis for the Skype page and called them ‘Love Mojies’ [2, p.152].

The usage of punctuation in the media writing system of modern English is very relevant today. It should be noted that the history of punctuation in English dates back to the fifth and ninth centuries BC. [15, p. 9]. The punctuation marks are used to indicate the connection between words, pauses in the text, and so on [15, p.10].

Hale C., and Scanlon J. write that there is a difference between email messages and other types of media communication. They write: “E-mails are faster than letters and telegrams”. Then they make an interesting analogy: ‘Message texts are as cheap as home-baked bread’ [9, p.15]. In response, Angell D., Heslop B. give another analogy that shows that email texts are more appropriate: “Message texts are as cheap as a phone call, and it costs people” [1, p. 3].
Conclusion

The formal and informal style of email texts have been analyzed, and we can offer the following form of email message writing:

1) Try to be professional. When you write electronically, especially through emails, pay attention to your style, writing, and punctuation. Because when you read your texts, the image of you will be formed in accordance with the text you write.

2) Effectiveness. Try to make the email texts you write effective, that is, stay away from the vocabulary. Delivered and professionally written e-mail text is different and more effective than regular word emails.

3) You need to be more careful when writing business email texts. In this case, the main responsibility falls on the company’s ‘Recruitment’ service. Skilled workers need to be hired to prevent future mistakes.

The notes we have written above are usually recommended for business and official correspondence. When writing to close friends, the style may change.

References:


