

Zh. Sarsenbai, A. Akzhigitova

Al-Farabi Kazakh National University, Almaty, Kazakhstan.

(E-mail: janat.sarsenbay@yandex.kz)

Issues of Norm and Usage in Kazakh Texts on Social Network

Abstract. The article is devoted to the study of the current topic of modern communication–virtual language personality, and the description of lexical and semantic features of virtual language personality in Internet communication. The issue of dynamic changes in the Kazakh vocabulary introduced through Internet communication has become especially relevant in recent years. The research work began with a review of the research of domestic and foreign scientists, the features and main trends were described. During the review of scientific papers analyzing the discourse of the social network and its text, the fundamental concepts were identified and the necessary conclusions were drawn, which guided us. The purpose of the study is to consider the set of lexical and semantic properties of social network usages.

The article notes that the main feature of communication in Kazakh-speaking social networks is the replacement of a real participant by a participant in virtual communication. We have done analysis of the structure, lexical and grammatical characteristics of Kazakh texts collected from social networks. The features of the texts of the discourse of social networks were described. It is mentioned that texts in social networks are not a source of knowledge, they are news or entertainment information, and accordingly they should have brief but rich information, the information in the text is transmitted not only by writing letters, but also by pictures, audio and video recordings.

Examples from Facebook and WhatsApp networks were given as research materials. The study revealed the use of Facebook language terms in Kazakh texts, an increase in the activity of foreign words, a lexical-syntactic combination of foreign and native words, a combination of words without a lexical combination, etc. As a result, on the basis of the collected materials, grammatical (morphological, syntactic) features of Kazakh texts in the social network were divided into groups and a linguistic analysis was carried out. In modern public consciousness, linguistic research has become relevant, defining the linguistic image of a social network as a means of implementing linguistic communication. In this regard, it is very important to improve the language skills of network users.

Keywords: social network, virtual communication, internet, norm, usage

DOI: <https://doi.org/10.71078/1z6x2j67>

Arrived: 8.06.2025; approved: 15.06.2025; available online: 21.06.2025.

Introduction

One of the relevant problems of sociolinguistics is the norm. This article is intended to introduce these language norms, to show their types, basis, and current status. In order to analyze the interrelation between the concepts of norm / linguistic norm / and usage and the differences between them, linguistic facts showing the objective norm and normalization processes in the modern Kazakh literary language were covered.

The language units of virtual communication are replacing the language units that have become the norm in real communication, and deviant usages are becoming 'normal' for virtual communication. At the same time, as a result of the rapid development of virtual communication in all languages of the world through the Internet and social networks, new concepts, new

names, new words appear over time. This phenomenon also affects the Kazakh language.

Social network communication in the Kazakh-speaking virtual environment and its features can be summarized as follows:

- 1) Participation of an unfamiliar communicator in the process of real communication in the discourse of a social network during virtual communication;
- 2) In the social network discourse, not one functional style is visible, but a mixed style is reflected;
- 3) Non-verbal means of communication and emotionally expressive vocabulary are often used;
- 4) Virtual communication happens freely;
- 5) Messages and information on social networks are provided not only by letters, but also by photos, videos and audio recordings;
- 6) Social network discourse is hybrid in nature, it can be both written and oral;
- 7) The language space of the social network is also negative: changing the norms of the language and culture of speech, rudeness, bad manners, indulgence of emotions and feelings, thereby negatively affecting the moral and spiritual and moral state of the user of the social network;
- 8) The word is formed with the position of saving the language.

The purpose of the study is to scientifically differentiate the language of popular programs on TV channels and social networks in order to improve compliance with literary norms in everyday speech, to identify the scientific features of the norm and usage, to study the main existing shortcomings, the reason for their existence based on specific scientific data.

Materials and methods

The level of communication in social networks is different. It depends on the character traits, culture and past circumstances of the relationship. These levels are given in scientific studies as follows:

1) Level 1 is phatic (from the Latin *fatuus* meaning *foolish*). Exchange of specific lines and phrases to support the conversation. This is most common in forced relationships. In such relationships, people do not receive any knowledge, relationships become automatic, limited, superficial. The level of communication depends on the social level of these interlocutors, according to etiquette and social norms.

2) Level 2 is informative. At this level of communication, the interlocutors receive useful, new, interesting information from their conversations. The information level arises in the context of joint actions. This level is characterized by activity in relationships and showing interest in them.

3) Level 3 is personality. This level is possible if communicators are able to recognize the environment, themselves and the personality of the interlocutor. Therefore, at this level, the creation of a conversational workshop will be associated with spiritual growth. Not every participant reaches this level. Especially in social networks, this is not so noticeable when spreading and developing relationships.

At present, it can be said that a new form of language has appeared in speech activity – written oral speech. Because it is clear that although users of social networks communicate on the Internet in writing, in the written word they use the norms of colloquial speech. It is possible to classify the signs of oral and written speech in social networks. Signs of oral speech: immediate transmission of information, the ability to support online dialogue in real time, saving speech and language resources, spontaneity of the text, non-compliance with spelling rules, the use of network and computer slang, the arrival of ellipsis, inversions, compact structures. Signs of the written word: written registration, direct exchange of words through written symbols, visual perception, the ability to make a long delay in communication, the

possibility of free placement of textual information, the ability to correct the sent message.

This nature or hybrid nature of the social network's discourse language makes it unique. Communication in a social network occurs both in written and oral form, and written use is reflected in oral speech. In this regard, some researchers talk about the negative nature of the language of social networks. This is rudeness of the language of the Internet, the language of social networks, the use of uncultured, inappropriate words, bad manners, personal bad manners, etc. They affect the psychological, moral and spiritual state of a person.

R. Syzdyq (Syzdyq, 2001: 76) and N. Uali (Uali, 2007: 17) are scientists who spoke about norms and usages in Kazakh linguistics. In their works, this is called new usages. Of course, it is not enough to rely on the language system – the language norm in parallel in revealing the basic nature of the language norm. That is why professor R. Syzdyq, having brought together the language system – the language norm – the usage, shows the differences between these categories, which are similar to each other, and based on these features analyzes some phenomena in the literary language norm and reveals the facts.

The social network is not only a place of linguistic communication, but also a system based on linguistic economy, which follows the activity of its own language, characteristic of the Internet. In this system, language preservation serves to reduce the time of social network users without compromising the content of the information, that is, it serves to «provide more information in less time».

The law of language economy is important at every level of language, which is why different graphics are used in the language of social networks. Graphic drawings allow for a short time with the help of a few characters to convey a large amount of information, as well as to convey the emotional tone of the message. In the language of social networks, punctuation and spelling are also used in a new meaning. It serves to express emotions in relationships. An exclamation mark in the language of social networks means irony, opposition, surprise, and the intention to pay special attention to one's words. For example, if we pay attention to the text taken from Facebook:

- *...төмен баға жаңа рекордтарын тағайымдадық! / tömen bağa jaña rekordtaryn taǵaiymdadyq! (New low price records set!)*
- *тек Сәуір бойы сантехникаға, кафель мен керамогранитқа керемет жеңілдіктер! / tek Säuir boiy santehnikağa, kafel men keramogranitqa keremet jeñildikter! (Great discounts on sanitary ware, tiles and porcelain tiles only in April!)*
- *әр апта сайын жаңа топтамаларды жиілікпен устap алыңыздар! / әr apta saıynjaña toptamalarydy jıñıldıkpen ustap alyñyzdar! (Take new collections at a discount every week!)*
- *Мир Керамикасымен әдемі болу қол жетімді! / Mir Keramikasyмен әdemı bolu qol jetımdı! (It is possible to be beautiful with Mir Keramika!)*
- *Мир Керамикадан кафель мен керамогранитті тиімді бағамен сатып алуды жіберіп алмаңыздар! / Mir Keramikadan kafel мен keramogranittı tıımdı baǵamen satyp aludy jiberip almañyzdar! (Do not miss the opportunity to buy tiles and porcelain tiles from Mir Keramika at an affordable price).*
- *4 маусымға дейін сатып алыңыздар да, тұрмыстық техника жаңа ұтыс ойынына қатысыңыздар! / 4 mausymǵa deiın satyp alyñyzdar da, tırmystyq tehnika jaña ütyıs oiynyna qatysyñyzdar! (Buy before June 4 and participate in the new lottery for household appliances!)*
- *Біздің салондарда Каспи банкінен «Бөліп төлеу 0-0-6» арқылы алуға болады. Тауар саны шектеулі! / Bızdıñ salondarda Kaspi bankinen «Bölip töleu 0-0-6» arqyly aluǵa bolady. Tauar sany şekteuli! (In our stores, you can withdraw money from Kaspi Bank using «Installment 0-0-6». The number of goods is limited!)*

The question mark means sarcasm, persistence, indignation, regret. Also for this purpose,

stretching or repetition of sound symbols in a word is used.

There is a need to supplement the lack of paralinguistic tools with other tools in the social network. This tool is emoticons. Smile in English means smile. This is very common. Although an attempt has been made to attach different emotions to different emoticons, it cannot fully express emotions as in natural language, but only conveys feelings in a specified direction.

Language is not only a means of communication, but also a means of creating virtual reality, an artificial programming language is considered only a technological tool with which the Internet works, and the language of a virtual community is the natural language of social network users. Methods used in writing the article: scientific literature analysis, comparison, systematization methods, linguistic analysis of Kazakh texts from social networks.

We read scientific papers that considered the social network discourse and its text, pondered the main conclusions and drew the necessary conclusions. These conclusions were compared and an examination was carried out for their appearance and absence in Kazakh texts in social networks. The structure, lexical and grammatical characteristics of texts collected from social networks were analyzed.

Literature review

The theoretical basis of the article was made up of theoretical conclusions in monographs and scientific articles by foreign and domestic researchers. These scientists include V.N. Ryabov, who called the Internet a social network (Ryabov, 2008: 172), A.A. Matusevich (Matusevich, 2016: 45), who considered communication in social networks from a pragmatic, communicative, linguistic point of view, E.I. Goroshko, who studied the structure and the main dimensions of modern Internet communication. (Goroshko, 2012: 67), G.Yu. Vinogradov (Vinogradova, 2009: 63), who analyzed the features of communication on the Internet, E.N. Vakhramova, N.V. Kuznetsova (Vakhramova, 2009: 142), N.A. Muravyov (Muravyov, 2014: 36), who analyzed the problem of neologisms in social networks, E.V. Kholodkovskaya, who studied the syntactic features of Internet comments in social networks (Kholodkovskaya, 2018: 79), O.V. Ivanova, who studied the features of foreign language communication in social networks (Ivanova, 2017: 241), L.V. Arnold (Arnol'd, 2017: 45), E.V. Isayev (Isayev, 2013: 20), who analyzed the models of metaphors in the discourse of computer security, E.V. Teterleva and I.V. Portnova (Teterleva, 2018: 92), who studied the features of English-language comments in social networks, K. Sadirova, who analyzed the features of the Kazakh language on the Internet (Sadirova, 2019: 72).

And if we dwell on the works that show the difference between the norm and the usage in Kazakh linguistics, we will focus on the works of scientists as R. Syzdyq (Syzdyq, 2001: 75) and others, who studied on the features of the literary language, its connection with the language norm, differentiation of variants, their grouping, differences between the literary language and other forms of the national language.

Results and discussions

Professor R. Syzdyq stated, "it is not enough to show the language norms themselves, that is, to name today's lexical, grammatical and stylistic norms, and to create various sets of rules and dictionaries. There should be opinions and suggestions about the direction (trend) of their further use, growth, change-innovation" (Syzdyq, 2001: 48). At present, it can be called the beginning of a new period in the field of Kazakh language culture, through a systematic analysis and evaluation of the features of the former norms of the national language, especially various phenomena and innovations used in general by the language. First of all, we associate this period with R. Syzdyq's monographic study "Language Norm and Its Formation" (Syzdyq, 2001: 49).

Relying on the parallel language system – language norm in revealing the basic nature of

the language norm, of course, is not enough, therefore, Professor R. Syzdyq, considering three elements linearly as a language system – language norm – usage, shows similar distinguishing features of these categories and on the basis of these features analyzes some phenomena in the norm of the literary language and reveals the facts.

First, the scientist recognizes the conceptual category of usage as “the concept of usage is a phenomenon that deviates from the language system, but has become a habit”, and determines the phonetic, lexical and grammatical types of the language norm, do not correspond to the system in the modern language norm, but have become a habit (Syzdyq, 2001: 23).

Table 1 – Lexical features of Kazakh texts in social networks (extract)

Deviations from the norm	Right option	Explanation
Barğym keп jatyr / Барғым кеп жатыр (I lie and I want to go)	Barğym keп tūr / Барғым кеп тұр (I want to go)	Incorrect use of state verbs. In sentences expressing a person's desire, modal verbs express the ratio of the speaker's desire to time. For example, if he says <i>barğym keп zhur</i> (I want to go), he or she wants to go at all, but does not know exactly when. If <i>barğym keп otyr</i> (I want to go now) says, then he or she will soon set off. If says <i>barğym kelip tur</i> (I really want to go), we understand that he or she wants to go right now, but there may be obstacles to his movement, and therefore it is not clear whether he will go or not.
Baru kerekpız / Бару керекпіз (We have to go)	Baruymyz kerek / Баруымыз керек (We have to go)	An error caused by a failure to take into account the patterns of combinations of the Kazakh language, the features of additions that were established under the influence of the Russian language. In the Kazakh language, the word <i>kerek</i> (need to do) in combination with the indefinite form of the verb is not conjugated, but is added to the verb before it.
Bәрі дұрыс па? Bәri dūrys pa? (Is everything all right?)	Аманшылық па? Аманшылық па? (Is everything all right?)	Calque sentence that came from the Russian language. The words of greeting, apologies and insults are different for different peoples. Therefore, it is not possible to make a quick translation in such cases. To make a sentence in Kazakh, you need to remember how Kazakhs used to talk.
Бей-берекет / Bei-bereket (careless)	Бейберекет / Beibereket (careless)	An error caused by not knowing the correct spelling of words in the Kazakh language, by mixing a compound word with a paired word. Bey is a prefix of Persian origin. It is not written separately from the additional word. Although the first syllable is similar, it should not be confused with the paired word.
Үлкен рақмет / Ülken raqmet (Thank you very much)	Көп рақмет / Köp raqmet (Thank you a lot)	Literal translation of «Большое спасибо» (Bolshoe-spasibo / thanks a lot) from Russian.
Бешбармақ / Beşbarmaq	Ет жеу, ет асу / Et jeu, et asu	Calling the national dish meat beshbarmak is a gross mistake. Much has been said about this. However, this error remains uncorrected. The name 'Beshbarmak' (five fingers) hides more negative meaning than respect for the national dish (eat with five fingers). Therefore, it is better to use a popular name, rather than a word known from the outside.
Бір сөзбен айтқанда / Bır sözben aıtqanda (In one word)	Қысқасы / Qysqasy (In short)	A copy of the phrase «одним словом / odnim slovom» (in one word) in Russian.
Бір-екі заттар / Bır-ekı zattar (One-two things)	Бір-екі зат / Bır-ekı zat (One-two thing)	After the quantity of a thing is named, the plural is not added to it in Kazakh language.
Мыңдаған сайттар / Myñdağan saıttar (Thousand of sites)	Мыңдаған сайт / Myñdağan sait (Thousand site)	After the quantity of a thing is named, the plural is not added to it in Kazakh language.

Направление/ Napravlenie (Referral)	Жолдама/ Joldama (Referral)	Litter the tongue
Наследство/Nasledstvo (Heritage)	Мұра, мирас/ Mūra, miras (Heritage)	Наследство соған кетіп қалады деп уайымдап жүрмін/ Nasledstvo soğan ketip qalady dep uaiymdap jürмін (I'm worried that the inheritance will go to him). However, it seems that in the context of this sentence, taken from a social network, the word <i>jіğan-tergen</i> (all acquired) fits better than the words "heritage" and "miras".
Негативті адамдар/ Negativti adamdar (Negative people)	Жағымсыз, жайсыз, теріс пиғылды/ Jağymsyz, jaisyz, teris piğyldy (Bad and negative)	Calque phrase literally translated from Russian.
№1 қайызғақ/qaiyzğaq (dandruff №1)	№1 сусабын/susabyn (shampoo №1)	Әлемдегі №1 қайызғаққа қарсы су сабын/ Älemdegi №1 qaiyzğaqqa qarsy su sabyn (Number one against dandruff shampoo in the world). An illogical phrase is an error caused by the inability to determine the position of the determiner in the sentence. Correct: Әлемде қайызғаққа қарсы №1 сусабын/ Älemde qaiyzğaqqa qarsy №1 susabyn (Number shampoo against dandruff in the world).
Обязательно/Obyazatelno (Compulsary)	Міндетті түрде/ Mindetti türde (Compulsary)	Parasite words.
Оқу жылын аяқтауыңмен!/ Oqu jylyn aiaqtauıñmen! (With the end of the school year!)	Оқу жылын аяқтағаның құтты болсын!/ Oqu jylyn aiaqtağanyñ qūtty bolsyn (Congratulations on the end of the school year!)	This is a sentence formed as a result of copying and translating the construction of the sentence «С окончанием учебного года!» (With the end of the school year!) without any changes from Russian.
Оптовка/Optovka (Wholesale)	Көтерме базар/ Köterme bazar (Wholesale)	The jargon word

We have considered some of the most used words in today's social networks. We tried to analyze their linguistic features through interpretation.

For example, the text of a post of informational or news content from the Facebook page is screenshotted in Figure 1. If you pay attention to this text, then the report of the Department of Kazakh Linguistics named after A. Baitursynuly of the Kazakh National University, reporting on the high professional competence of its researcher, increases the confidence of consumers of its services. The text of the post is given a special title and uses Caps Lock, that is, capital letters are used. This is a special tool in social networking discourse, that is, a way to convey a certain emotion. At the same time, the post contains photos along with text.



Figure 1 – Information content of the post (text)

All texts of social networks have common features and requirements for creation. They:

1. Text on a social network is not a source of knowledge, it is news, entertainment information. Therefore, it should be short but informative.

2. Information in the text is submitted not only by letter, but also by pictures, audio and video recordings.

3. One text is created on the basis of one meaning (thought/ topic).

4. The pragmatic nature of the text is clear. The text in social networks is adapted to the target audience: texts for women and texts for men differ from each other in structure and subject matter. For example, texts for women are emotional, related to household appliances, paints, fashion, while texts for men are short, but to the point, about cars, sports, etc.

5. Texts in social networks can be divided into the following groups according to the style of network users: controversial (the network user deliberately seeks to cause controversy), sensational (the first to publish unexpected news), overview (depending on the imagination of the network user), interrogative (a problem in the text in as a question) (Sadirova, 2019:73).

Linguistic features of communication in a social network are reflected in the lexical, grammatical, i.e. morphological, word-formation, syntactic level of the text.

Lexical features of Kazakh texts in social networks: Kazakh texts use the terms of the Facebook language, the activity of borrowed words has increased, borrowed words and native words have entered lexical and syntactic combinations, words without lexical combinations have combined: *фейсбук* (*facebook*), *поделиться емтім*/ *бөлісін қойдым* (*I have shared*), *коммент қалдырдым/жаздым* (*I have left/written a comment*), *лайк бастым* (*I have liked*), *лайкдедім/лүпілдеетім*/ *laikldedim/ lüipildettim* (*I have put many likes*), *сториске қойдым* (*I have put into my stories*), *стористен көрдім* (*I have seen from stories*), *историяға қойдым* (*I have put into my stories*), *рекке шықтым* (*I'm on rek*), *+ қойып кетіңіздер* (*please mark +*), *туған күніңізді басыңыз*/ *mark your birthday* (*words without lexical combination are combined*), *дұрыс айтпа ма?* (*Is he or she right?*) *я\ жоқ* (*yes/no*), *хит* (*hit*), *вайб* (*ловить 36 волну/көңіл күйді түсіну*)/ *vibe* (*to catch the 36th wave / to understand the mood*), *кринж* (*бұрынғы іске ұялу*)/ *cringe* (*shame for the past*), *чекни* (*check*) etc.

Based on the materials collected and analyzed by us, the grammatical (morphological, syntactic) features of Kazakh texts in social networks can be divided into the following groups:

- 1) Omitting the subject
- 2) Omitting service words
- 3) Application of inversion
- 4) Separation of each part of the sentence by separate phrases in the message
- 5) Use of adjectives and question words
- 6) Repeat emoticons, punctuation marks and symbols
- 7) «Correction of statements with a special underline»
- 8) Emoticon (emotion + symbol)
- 9) Using Complex Emoticons
- 10) Graphic emoticons

Morphological features of Kazakh texts in social networks: - Kazakh language suffixes were directly added to borrowed words and changed: (*фейсбукте* (in Facebook), *фейсбуктен* (from Facebook), *фейсбукке* (to Facebook), *лайк+дедім* (I have liked the post), *лайк+л+деетім* (I have liked many times (the post)), *сториске* (to stories), *стористен* (from stories), *банға кету* (to be banned).

- Abbreviated words appeared: *инстадан* (*инстаграмнан*) *көрдім*/ *I have seen from insta* (*instagram*), *тм* (*тик-ток*)/ *тт* (*tik-tok*), *телега* (*телеграмм*)/ *telega* (*telegram*), *в лс* (*жеке хабарламада*)/ *in pm* (*in personal messages*), *лс-ке* (*личное сообщение*)/ *to pm* (*sent to personal messages*), *чел* (*адам*)/ *chel* (*person, shortening from Russian человек/chelovek*) and etc.

Abbreviations (abbreviated words and phrases) in Kazakh texts in social networks can be divided into the following types:

- a) words abbreviated from letters:
- b) abbreviations containing numbers:
- b) designation of one word with one letter
- c) highlighting consonants «СПС», «ПЖЛСТ»

Examples of these statements are shown in Figure 2. If we analyze the examples in this social network, then, first of all, lexical units in Kazakh texts are mixed with borrowed units: *ифтар сделаем* (let's do iftar), *ты не представляешь, как меня радует твои сообщения* (you have no idea how happy your messages make me), *когда приедешь* (when you arrive), *биоин инглиштан* (bio in English), *мы опадаем* (we are falling), *сенде болдыма стердаун* (have you had sterdown), *мы опадем* (we are falling), *шучу* (just kidding).

There is a writing with the omission of consonants: *солго(й)*, *ашн(ы)*, *тырат*, (syllable *ды* is given with letter *т*), *келе бермит* (ending *ейди* is given with letter *т*), *балдар* (syllable *ла* is omitted), *алн(ы) келндер* (syllable *ін* is omitted), *дәптерн* (letter *і* is omitted), *сообщ* (letters *ение* are omitted).

The stress is marked by the repetition of sounds and emoticons: *это дааа особенно от вас / this is especially from you* (symbol of loud laughter and angry, groaning tears) or *как меня радует твои сообщения / how happy your messages make me* (a smiley face with two hands on it). Transliteration of foreign expressions: *стердаун* (sterdown), *SUUUUUUUYYYYYOOOOO* (here is emotion).

- In social networks, some texts are written without punctuation at all. The above can be seen in the text of the communication on the WhatsApp social network. For example, in the sentence *Бағасы анық жазылмайды*, we see that the spelling norm of the Kazakh language is not observed: instead of Kazakh native letter *ң* is *н*, and *к* instead of *қ*. Interrogative pronouns are used repeatedly in the structure of the sentence: *Неге жедел көмектесетін дәрі-дәрмектер неге болмаған?* / *Nege jedel kömektesetin дәрі-дәрмектер nege bolmağan?* (Why were there no emergency drugs why?). Capital letters are used to express the main idea in a sentence: *KITAP ҚАПТАЛСЫН!* / *KITAP QAPTALSYN!* (WRAP THE BOOK!).

Emoticons and various symbols are used to express the modality and predicativity of a sentence. The normal word order in the sentence is not preserved, it is inverted. The sentence is formed by mixing Russian and Kazakh phrases. In most cases, the WhatsApp network does not comply with the rules for recording inquiry calls. Nowadays, it is more efficient to record an audio message than to send a message in writing.

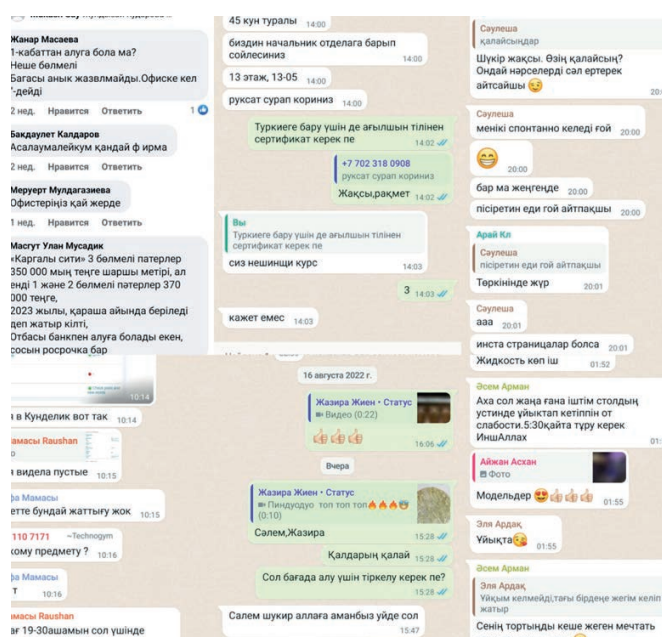


Figure 2 – Lexical features of Kazakh texts in social networks

Conclusion

Social network discourse cannot be considered within the framework of one functional style; it includes several style elements. The use of non-verbal symbols and emotional vocabulary in virtual communication has made it more interesting and easier to understand. Recently, not only text messages, but also photographs, videos and audio recordings have been widely used in the discourse of social networks. Thus, the nature of social discourse is characterized by complexity.

The product of the discourse of a social network is a text (post) that has its own characteristics, its character is hybridized between oral and written, linguistic features do not follow the usual norms, it is adapted to people's communication on the Internet, abbreviations are often found in order, it has its own laws and requirements to save time. Recently, research has been undertaken into the language of social media and there is a need to normalize it. Although not known in everyday communication when talking about norms and usage on social media, misuse of words is on the rise in social media in writing and analysis. Errors caused by misunderstanding and haste are one thing, but mistakes said or written in the "traditional" way, deliberately broken, are another. Because of this haste, most of the mistakes that we write or say go towards uzus. We should not forget that speech culture can be corrected from mistakes that have been neglected on the Internet. To preserve the culture of speech in the country's social networks, first of all: a) if necessary, information and work to improve information culture are carried out and widely promoted; b) People correct each other by looking at each other, so social activists who are an example for young people, in addition to advertising, participate in good deeds related to speech culture, publish various informative articles about speech errors; b) if the use of language and its importance are discussed on social networks, advertisements are often given calling for purity of language, correct writing, information and images that increase the patriotic feelings of young people; c) If any user of a social network is indifferent to the language problem, if he tries to write correctly, if he shows interest, then it is clear that the culture of speech in the virtual world will be improved.

Depending on the purpose and thematic specifics of the research work, the communicative method, description, analysis, systematization and interpretation, research with comparison of language factors, structural-semantic, cognitive-pragmatic interpretation, component analysis were carried out.

First of all, along with the points of the problem, proven and identified by research, there are points that still need to be substantiated, supplemented by the scientific essence of the language norm and usage, standard language.

Secondly, the norm in the general sense means the structural-substantive level of the root of the word and the word that falls into grammatical transformations, the word used for stylistic purposes.

Thirdly, one of the most necessary to study is the laws inherent in the language system and the use of language, the norm movements that reflect changes in the laws of language through speech, that is, through the constant use of written language and oral language. And as a result of these movements and changes, the signs are regulated and stabilized, as well as the diachronic-synchronic character of linguistic units that "experience" the processes of regulation. Both the linguistic norm and the literary norm are directly related to the pronunciation and writing of linguistic units. The stability, dynamics, communicative validity, communicative objectivity of the social network language depends on the orthoepic and orthographic features of the language and their influence on each other.

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Ж. Сәрсенбай, А.Ақжігітова

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан
(E-mail: janat.sarsenbay@yandex.kz)

Әлеуметтік желідегі қазақша мәтіндердегі норма мен узус мәселелері

Аңдатпа. Мақалада қазіргі коммуникацияның өзекті тақырыбы – виртуалды тілдік тұлғаны зерттеуге, интернет коммуникациядағы виртуалды тілдік тұлғаның лексико-семантикалық ерекшелігін сипаттауға бағытталды. Интернет коммуникация арқылы енген қазақ сөздік қорындағы динамикалық өзгерістер мәселесі соңғы жылдары ерекше өзектілікке ие болып отыр. Зерттеу жұмысы отандық және шетелдік ғалымдардың зерттеулеріне шолу жасаумен басталып, ерекшеліктері мен негізгі бағыттармен сипатталды. Әлеуметтік желі дискурсы мен оның мәтініне талдау жасаған ғылыми айналымда жүрген еңбектерді саралап, негізгі тұжырымдарын ой елегінен өткізіп, қажетті қорытындылар басшылыққа алынды. Зерттеудің мақсаты – әлеуметтік желідегі

қолданыстардың лексика-семантикалық қасиеттер жиынтығын қарастыру.

Мақалада қазақ тілді әлеуметтік желілерде коммуникацияның басты ерекшелігі виртуалды қарым-қатынаста қатысушының шынайы қатысушыны алмастыруы сөз етіледі. Әлеуметтік желіден жинақталған қазақша мәтіндердің құрылымына, лексикалық, грамматикалық сипатына талдау жасалды. Әлеуметтік желі дискурсы мәтіндерінің ерекшелігі баяндалды. Әлеуметтік желілердегі мәтіндер білім көзі емес, олар жаңалық немесе ойын-сауық ақпараты болып табылатыны, соған сәйкес оларда қысқа, бірақ мазмұнды ақпарат болуы керектігі айтылады, мәтіндегі ақпарат тек әріппен ғана емес, сурет, аудио және бейнежазба арқылы да берілетіндігі айтылды.

Зерттеу материалдары ретінде *Facebook* және *WhatsApp* желілерінен мысалдар келтірілді. Зерттеу барысында қазақ тіліндегі мәтіндердегі фейсбук тіліндегі терминдердің қолданылуы, шетел сөздерінің белсенділігінің артуы, жат және төл сөздердің лексика-синтаксистік тіркесі, лексикалық сөздердің тіркесімі т.б. Нәтижесінде жинақталған материалдар негізінде әлеуметтік желідегі қазақ тіліндегі мәтіндердің грамматикалық (морфологиялық, синтаксистік) ерекшеліктері топтарға бөлініп, лингвистикалық талдау жасал. Қазіргі қоғамдық санада тілдік қатынасты іске асыратын құрал ретінде әлеуметтік желінің тілдік бейнесін айқындайтын лингвистикалық бағыттағы зерттеулердің өзектілігін тудырды. Осы орайда желі қолданушылардың тілдік біліктілігін арттырудың маңызы өте зор.

Түйін сөздер: әлеуметтік желі, виртуалды қарым-қатынас, интернет, норма, узус.

Ж. Сарсенбай, А. Акжигитова

*Казахский национальный университет имени Аль-Фараби, Алматы, Казахстан
(E-mail: janat.sarsenbay@yandex.kz)*

Проблемы нормы и узуса в текстах на казахском языке в социальных сетях

Аннотация. Статья посвящена изучению актуальной темы современной коммуникации – виртуальной языковой личности, и описанию лексико-семантических особенностей виртуальной языковой личности в интернет-общении. Вопрос о динамических изменениях казахской лексики, привнесенных посредством интернет-общения, стал особенно актуальным в последние годы. Исследовательская работа началась с обзора исследований отечественных и зарубежных ученых, описаны особенности и основные тенденции. В ходе рассмотрения научных работ, в которых анализируется дискурс социальной сети и его текст, идентифицированы основополагающие концепции и сделаны необходимые выводы, которыми мы руководствовались. Цель исследования – рассмотреть совокупность лексико-семантических свойств узусов социальной сети.

В статье отмечается, что главной особенностью коммуникации в казахоязычных социальных сетях является замена реального участника участником в виртуальном общении. Проведен анализ структуры, лексических и грамматических характеристик казахских текстов, собранных из социальных сетей. Описаны особенности текстов дискурса социальных сетей. Упоминается, что тексты в социальных сетях не являются источником знаний, это новостная или развлекательная информация, и соответственно они должны иметь краткую, но насыщенную информацию, информация в тексте передается не только написанием букв, но и картинками, аудио и видеозаписями.

В качестве материалов исследования были приведены примеры из сетей *Facebook* и *WhatsApp*. В ходе исследования выявлено использование терминов языка Фейсбук в казахских текстах, увеличение активности иноязычных слов, лексико-синтаксическое сочетание иноязычных и исконных слов, сочетание слов без лексического сочетания и др. В результате на основе собранных материалов грамматические (морфологические,

синтаксические) особенности казахских текстов в социальных сетях были разделены на группы и проведен лингвистический анализ. В современном общественном сознании стали актуальными лингвистические исследования, определяющие языковой образ социальной сети как средства реализации языковой коммуникации. В связи с этим очень важно совершенствовать языковые навыки пользователей сети.

Ключевые слова: социальная сеть, виртуальное общение, интернет, норма, узус.

Авторлар туралы мәлімет:

Сәрсенбай Ж. – PhD, Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан, ORCID: <https://orcid.org/0000-0002-4778-0310>

Ақжігітова А. – докторант, Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан, ORCID: <https://orcid.org/0000-0001-7336-214X>

Information about authors:

Sarsenbay Zh. – PhD, Al-Farabi Kazakh National University, Almaty, Kazakhstan, ORCID: <https://orcid.org/0000-0002-4778-0310>

Akzhigitova A. – PhD student, Al-Farabi Kazakh National University, Almaty, Kazakhstan, ORCID: <https://orcid.org/0000-0001-7336-214X>

Сведения об авторах:

Сарсенбай Ж. – PhD, Казахский национальный университет имени Аль-Фараби, Алматы, Казахстан, ORCID: <https://orcid.org/0000-0002-4778-0310>

Акжигитова А. – докторант, Казахский национальный университет имени Аль-Фараби, Алматы, Казахстан, ORCID: <https://orcid.org/0000-0001-7336-214X>

