



Types of speech internet communication and functionality of its graphical display elements

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OPEN ACCESS

SUBMITTED 14 December 2024

ACCEPTED 16 January 2025

PUBLISHED 18 February 2025

VOLUME Vol.07 Issue 02 2025

CITATION

Dildor Otajonova. (2025). Types of speech internet communication and functionality of its graphical display elements. *The American Journal of Social Science and Education Innovations*, 7(02), 101–110.

<https://doi.org/10.37547/tajssei/Volume07Issue02-10>

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Abstract: This study examines the typology and functionality of graphical display elements in modern speech internet communication. Specifically, the research aimed to analyze different types of internet communication and their non-verbal components, thereby identifying and categorizing structural, functional, and semantic characteristics of these communication forms.

To achieve these objectives, the study employed qualitative content analysis methodology to examine various forms of internet communication including blogs, social networks, email, and internet conversations. In particular, the analysis focused on four main categories of graphical elements: emoticons/smiley, emojis, graphic stickers, and memes, examining their communicative functions, contextual usage patterns, and semantic interpretations.

Subsequently, the findings reveal that online interaction represents a complex system incorporating both verbal and non-verbal elements, where graphical display elements serve multiple functions beyond decoration. Furthermore, the research demonstrates that emoticons primarily express emotional states, while emojis offer semantic precision through categorized pictograms. Additionally, stickers provide character-based emotional expression, whereas memes serve as cultural touchstones that build community and establish shared understanding among users.

Consequently, the study concludes that graphical display elements have become integral to modern digital literacy, thus compensating for the absence of traditional non-verbal cues in digital communication while creating new forms of expression unique to the digital environment. Moreover, the formality and

informality of internet communication are determined by both platform characteristics and addressee relationships, with graphical elements adapting their roles accordingly in each context. These findings, therefore, have significant implications for educators, communication specialists, and platform developers who must consider the fundamental role of these elements in facilitating effective online communication.

Keywords: Speech internet communication, internet language, virtual communication, non-verbal elements, emoticons, emoji, graphic stickers, memes, digital literacy, clip thinking.

Introduction: Given the rapid development of information technologies in the modern world, computer texts and internet communication texts are increasingly becoming objects of research, making them difficult for linguists to study due to the peculiarities of their content. For example, when studying legal texts (court decisions, lawsuits, etc.), experts face difficulties in identifying the author of these texts and/or determining whether they were created by one person, because the indicated texts are template-based in nature, containing similar structures, quotes from legislative texts, and other elements.

It is very difficult to determine the informational significance of an individual's written speech characteristics; this is only possible in probabilistic form. In expert practice, there are specific cases of identifying the author of legal texts, with a minimum volume of 6 pages (Sviridova, 2021). Additionally, SMS text messages frequently become objects of linguistic research both from the perspective of identifying their authors and from the perspective of detecting threats, insults, etc. The difficulties in studying them are related to their brevity, lack of logical completeness in the text, presence of statements, profanity, and other factors.

Identifying the author of email texts is further complicated by the presence of automatic error correction, the possibility of compilation by multiple individuals, insufficient samples for comparative research, and other factors. The indicated objects depend on the volume of text provided for research, its construction features, and the availability of comparative material.

The relevance of studying the semantics and pragmatics of non-verbal components of electronic text messages for forensic linguistic expertise is associated with the high level of dynamism in the

development of modern communication means in internet mass media, which can significantly alter the semantic concept of polycode text, making it more difficult for specialists to 'decode' the semantics. Electronic media using the Internet, social networks, chats, and forums have today become part of everyday life for populations in the world's most developed countries.

The number and geography of Internet users is constantly expanding. Social networks are becoming increasingly popular among the population. With the development of computer technology and the Internet, new forms of text have begun to develop, which are unique not only linguistically but also technologically. One of these forms consists in the fact that, in reality, the text itself only represents its external appearance. First, these methods of expressing non-verbal means of interpersonal communication began to be used in communication services, particularly in email and SMS messages via mobile devices, where the original authors used standard keyboards to type the above characters.

According to famous philologist M.Krongauz, written speech has become much more popular than oral speech: "Today, such expansion of written speech means that oral communication with a person is perceived as a kind of burden, worry, perhaps even invasion. Although we use written language on the Internet, it is live communication that corresponds to our spoken language. When we chat, we almost never use complex sentences, participial and additional phrases, and if we do, it is very rare. The modern language of the Internet is more of an oral language in its structure" ("Maxim Krongauz", 2019).

On the other hand, when moving into the realm of written internet communication, one gets the opportunity to hide their true feelings, intentions, emotional state under the guise of aggressive laughter, animation, sticker or other pictogram, and even express their voice and meaning. Intonation can emerge during verbal communication.

The development of information technologies and their penetration into all spheres of social relations is associated not only with changes in language and speech communications but also with the emergence of new phenomena affecting the security of individuals, society, and the state. It is no coincidence that among the state's priority tasks in ensuring national security and scientific and technical progress in Uzbekistan, the problem of ensuring personal information security in internet media is also noted (PD-158, 2023).

Additionally, the Information Development Strategy of our Republic notes the negative impact of internet communications on mass consciousness. The pace of

development of modern technologies, the creation, processing and distribution of information has significantly exceeded the ability of many to assimilate and apply knowledge. The shift in perception of the surrounding world on the internet from scientific, educational and cultural to entertainment and reference has led to a new model of perception – called clip thinking, characterized by mass superficial perception of information. This form of obtaining information simplifies influencing people's views and preferences, helps form established behavior patterns, which gives advantage to states and organizations with information distribution technologies in achieving economic and political goals.

Thanks to the capabilities of the Internet, users can easily post text and visual information online and make it accessible to an unlimited number of people, allowing them to promote extreme views, ideas and perspectives, attract followers, create and organize groups, communities of interest, including those that contradict rules of law, morality and ethics, spread defamatory and extremist materials. Interactivity and the ability to quickly and anonymously exchange information between users allows aggressors to actively use the information and telecommunications network to achieve illegal goals.

METHODS

This study employed a qualitative content analysis methodology to examine different types of speech internet communication and their graphical display elements. The primary method involved systematic documentation and analysis of various forms of internet communication including blogs, social networks, email, and internet conversations, with particular attention to both formal and informal communication patterns. The analysis focused on identifying and categorizing the structural, functional, and semantic characteristics of these communication types.

For analyzing graphical display elements, we conducted a comprehensive review of four main categories: emoticons/smiley, emojis, graphic stickers, and memes. Each category was examined through multiple parameters including their communicative functions, contextual usage patterns, and semantic interpretations. Special attention was paid to documenting how these elements contribute to meaning-making in digital communication contexts.

The research process included collecting and analyzing examples of internet communication from various platforms to identify patterns in how graphical elements are used to convey meaning and emotion. This involved systematic documentation of different

usage contexts, cataloging various interpretations of similar graphical elements, and analyzing how these elements function within different communication scenarios.

The analytical framework was built on examining both the technical aspects of these communication tools and their sociolinguistic implications. This included analyzing how different graphical elements are used across various platforms, their role in formal versus informal communication, and their impact on message interpretation. The analysis considered both the sender's intended meaning and the potential interpretations by recipients, particularly in cases where graphical elements could carry multiple meanings depending on context.

RESULTS AND DISCUSSION

Text (internet message) as a product of electronic communication is a semantically and systematically organized unity of linguistic and non-linguistic signs created and distributed on the internet, used for a specific purpose. Its main characteristics are:

- thematic conditionality (content is concentrated around a specific topic);
- situational conditionality (implementation in a specific communicative situation characteristic of the relevant field of communication);
- dynamism (the topic can change even in the same communicative situation);
- the tone of speech can be changed);
- social orientation;
- heterogeneous structure;
- involuntariness, vagueness of boundaries.

From a content perspective, communicative situations and thematic coherence (connectivity) can act as signs of internet communication integrity, and emotional and other non-verbal signals (serving to indicate the end of conversation, making pauses, switching to another topic, providing emotional impact (Pigina, 2013)) and others can act as formal indicators. Internet communication is not just a hybrid of verbal and written speech forms – it is a new form of language existence and activity that combines features of verbal and written speech forms, as well as reflects the influence of computer technologies. In general, the following characteristics of internet communication can be distinguished:

- virtuality;
- distance in space and time;
- mediation (due to being carried out through technical means);

- intertextuality;
- creolization/polycode;
- combination of figurative-visual and figurative-auditory components;
- imaginative;
- anonymity;
- network structure;
- hypertextuality;
- multimedia;
- multimodality;
- multilingualism;
- verbal and written nature of communication;
- focus on visual perception of messages;
- orientation towards clip thinking (Galyashina, 2021).

Clip thinking is distinguished by linguistic minimalism and speech poverty, which is compensated by the use of pictograms as a means of conveying emotions or information messages (Tsybina et al., 2016). This is, in fact, a cognitive style characterized by “a process of reflecting many different properties without taking into account the interrelationships of objects, fragmented information flow, illogicality, heterogeneity of incoming information, high speed of transition between pieces of information, as well as the lack of holistic perception of the world around us” (Kupchinskaya & Yudalevich, 2019).

Moreover, the language of pictograms is much older than alphabetic characters; therefore, for a person with clip thinking, it is easier to perceive information in the form of images rather than letters, numbers, and formulas. M.Krongauz also draws attention to this phenomenon when discussing punctuation marks, emoticons, and stickers. Given the importance of understanding the specific characteristics of these objects for forensic linguistic expertise, I will provide the entire quote: “Emojis have become a crucial element of communication. A smile is usually placed at the end of a sentence – in fact, it has become so commonplace that its absence causes concern. Stickers and emojis are not linguistic signs. If, let us say, a smile is still a sign that performs the functions of punctuation marks and somewhere the functions of intonation, then the situation with stickers is different: they are not integrated into the text but exist separately as complete messages. Furthermore, each of them can be read in different ways. I can interpret a sticker as a single word, I can interpret it as an entire phrase, I can read an entire text into it, but there is no canonical reading for a sticker” (Pronina, n.d.).

Network communication today is a direct part of the social life of mass media, forming a new information environment in which other types of relationships develop. This communication format allows eliminating connection with people’s location. This phenomenon is associated with the penetration and influence of information technologies on society. Such innovations define the communication process as cross-border. Through internet communication, new groups united by similar interests and values are formed. People who form a new communication system on the internet simultaneously create a type of internet communication based on their own norms, rules of behavior, sanctions, emotional stress and the state of the interlocutor (Biryukova, 2014).

Internet communication can be viewed from the perspective of a phenomenon that includes both cognitive and semantic components. Both aspects are closely connected with mental modules, speech scripts and appeals, that is, in essence, they represent different models of communication in consciousness. Y.S. Kubryakova reveals the essence of this approach to the definition of internet communication speech as “a cognitive process aimed at creating real speech, creating a speech work, while the text is viewed as the final result of the communicative activity process, as a result of which it acquires a certain complete rigid form”. She reveals the uniqueness of this communication in the characteristics of interaction, where the interaction of communicators is carried out through the transmission of knowledge, judgments, facts, attitudes, opinions and moods. Kubryakova also points to the determination of verbal network communication by linguistic means, which gives the message certain linguistic features: integrity or instantaneousness; static or dynamic; ability to control or its absence (Kubryakova, 2012).

Internet communication is a type of communication between groups of people, a cognitive process in interpersonal communication, where the purpose is accompanied by a group of people both directly (face-to-face) and indirectly through forums, blogs, portals – in general. The term “addressability” refers to the flow of internet communication for the purpose of sending different types of information, taking into account their advantages or disadvantages in human life. The connotative meaning of addressability is interpreted as a multi-layered process in speech internet communication. This characteristic of internet text includes the intention to establish and develop new connections, questioning and subjective evaluation (Shmakov, 2014).

According to scholar Y.N. Litvin, verbal communication on the internet establishes certain signs and signals of

aesthetic, philosophical, and ethical information to further define and promote textual and intertextual associations, to control the process of message reception by the recipient, interprets hidden meanings in the consciousness of “codes”, including positive or negative characteristics of emotional mood. The speech of the addresser and recipient has an a priori creative and determining personal motive.

The most prominent feature of verbal Internet communication is the personal form of interaction. It is believed that both participants in this type of communication perceive their interlocutor as a unique partner who relies on their specific professional qualities, emotional environment, psychological and moral attitudes, self-esteem, and the same attitude towards themselves (Trofimova, 2014).

The following types of network speech communications are typically distinguished:

1. Online communication (chat): with a single recipient, choosing any communication channel or with a very large number of recipients (for example, streaming).
2. Long-term communication, where messages reach the interlocutor or a group of people over a certain period of time.

The essence of internet communication is that subjects have 2 opposing sides of communication: sending information and receiving messages. From this we can conclude that this process is mutual or bilateral (Lisikhina, 2008). Internet communication is divided into 4 categories:

1. Asynchronous one-to-one communication (email).
2. “Many-to-many” asynchronous communication (mail deliveries, notifications, access confirmation requests, i.e., messages related to a specific topic).
3. Synchronous one-to-one communication that forms around specific topics – games, conversations.
4. Asynchronous communication, where the interlocutor focuses on searching sites for information. It is carried out in a “one-to-one”, “one-to-many” (web pages) format (Lasswell, 1999).

T.Y. Vinogradova identifies the following characteristics of speech internet communication (Vinogradova, 2004):

Anonymity. Even taking into account the possibility of obtaining certain personal information and, perhaps, a photo of the interlocutor during communication, this is very little for identifying the interlocutor. In most cases, this communication format is an expression of

information that does not correspond to reality. Due to the anonymity of addressing recipients whose information cannot be verified, the level of criminal liability, psychological and social danger – abnormality, irresponsibility, excessive emancipation – decreases. For this reason, an anonymous person may feel freedom to express their thoughts that do not correspond to the law –

for example, threats, defamation, insults:

- The influence of stereotypes on forming an established opinion about the interlocutor in synthesis with a desired set of personal qualities of the addressee.
- Free decision to establish communication and connection between interlocutors.
- Imperfection of emotional transmission completeness of the message. However, it should be noted that by 2021, information technologies have reached such a level that non-verbal communication means allow participants to use all methods of expressing their emotional state – graphic and animation elements.
- Behavioral intention that differs from reality – outside the network. The interlocutor tries to create another personality with various achievements and roles.

It should be considered that the nature of internet communication may differ depending on its type.

Blog. In virtual space today, the blogosphere is becoming the object of research for many scientists in various fields of activity: linguistics, semantics, psychology, sociology. The reason is that blogging is a special type of internet communication with speech characteristics. Blog structure includes interaction with mass audience, where the following operations are carried out to implement and express one’s speech in any form (video, text, audio, audiovisual) – posting, commenting, reading, editing, copywriting, text production, script creation, applying effects, and so on. Such actions create the blogger’s personality system, while also defining them as an individual linguistic personality. It should be noted that blogs can exist in both formal and informal internet speech. The author-blogger’s free expression of thoughts can be carried out without form, restrictions, established norms and rules – without informal blogs. Additionally, the blogger can appear as a specialist in the role of addressee of professional communication to a potential audience – students, for example.

Social networks. This type of speech internet communication is considered the most relevant among others. The communication characteristics lie in the functions of social networks: participation and creation

of personal information groups, personal and chat format correspondence with friends, content discussion in thematic groups, creating comments, maintaining your personal page, creating podcasts and clips. Social networks not only focus on communication between users but are also an analogue of real life.

Email. Email (from English email, e-mail, electronic mail) is the technology and services for sending and receiving electronic messages (“letters” or “electronic letters”) through a distributed (including global) computer network. The essence of email is that the addressee sends text placed in a file (address field) to a designated and registered address for subsequent reading by the recipient at any time.

Internet conversations. Chat (from English chat – conversation, chatting) is a means of exchanging messages through a computer network in real-time, as well as software that enables such communication. The main feature of chats is communication in real-time or close to it, which distinguishes conversation from forums and other means. Now in chats, you can express your feelings by sending stickers, smileys, emojis, gifs and pictures that reflect and convey the mood of the interlocutor.

Non-verbal communication in online communication can be formal and informal. The first type is characteristic of a normative and regulated communicative situation. Lack of restrictions, emotional richness, structural complexity – are characteristics for informal communication, where feelings, temperament and mood of interlocutors are of particular importance.

An important task of the research is to consider the specific features of informal and formal internet communication. The fact is that there are factors that determine the formality and informality of communication on the internet:

1. Platform. This could be an online store where a customer connects with a seller to discuss delivery details of goods. Of course, this example shows the formal nature of communication limited by a certain model of seller behavior – using words and phrases like ‘You’; ‘Hello!’; ‘Thank you for your order’ and others. However, in VK social network, forums, streaming services, messengers, there is already a different format of communication – freer and without social responsibility to the recipient.

2. Addressee. Depending on the addressee, the form and, of course, the content of the message is constructed according to formal communication requirements. For example, if a letter to a teacher is needed, from the point of view of moral norms, such a letter’s heading should indicate scientific degree and

position. Normativity exists in messages sent to medical workers of legal, state, city and public organizations. However, in correspondence with friends and acquaintances, the communication format will be completely different. In this paragraph, you can also include a category such as ‘time’ that determines communication time at each stage: unfamiliarity, getting to know the addressee, establishing and maintaining relationships, friendship, enmity, hatred, respect and others, and so on. The format of verbal internet communication may change at different stages of communication with the interlocutor.

Speech internet communication has both verbal and non-verbal characteristics. Because the modern information environment is a world of visible images, picture, image, sign represents easier, more convenient, understandable communication, we will focus on non-verbal means of internet communication. Verbal speech internet communication can be accompanied by emojis, gif animations, smileys, stickers, your own signature and photo (for example, selfie) and even memes to show the mood of the interlocutor at a certain time:

1. Emoticons or smileys. In the 21st century, a person’s social life comes with expressions of emotional mood through displaying real emotions – anger, joy, grief, fear and virtual feelings using fonts, font sizes and punctuation marks. This was an inconvenient, long and ineffective way of showing emotions experienced during a certain period of communication with the communicator. To simplify the process of demonstrating feelings, users began to refer to theater stage directions. In message text, square brackets showing various contextual situations and subjects’ moods can often be seen: ‘I’m sad’; ‘funny’; ‘I’m laughing’; ‘amazement’; ‘I’m afraid’; ‘scary’. Soon, comments were replaced with short combinations of standard computer characters – emoticons, smileys. Smileys, otherwise called emograms (smile), are pictograms consisting of punctuation marks, letters and numbers that express certain emotions.

The first emoticon was used for marketing purposes by many companies. However, this graphic smiley achieved worldwide popularity in the 1970s due to the slogan ‘Have a Happy Day’. Along with this slogan, the smile became recognized in almost all countries, which led to rapid growth in the production of postcards, outerwear and badges where the smile could be depicted. S.Fahlman is considered the father of the familiar digital emotional ‘:-)’. The rapid growth of the internet industry influenced the mass use of the smiley as an object of projection on any surface to attract attention and sell goods using this smiley.

2. Emoji. The significant impact of technology

development in the IT field helped create a unified form of emotional visualization. This, in turn, led smartphone manufacturers to create additional sets of traditional smileys, providing their users with a special emoji keyboard.

The most important difference from simple smileys is the emoji image and large sets divided into entire categories. The first compositional sets of emojis appeared in Japan in 1999, authored by Sh.Kurita (Pigina, 2013). The period when emoji achieved great popularity in Europe and the USA began after Apple added the emoji keyboard to its iOS operating system.

As a result, emoji began to be used in SMS communication on any mobile device and social networks. The communicative functions of smileys, somewhat similar to the functions of emoticons and smileys, are determined according to the initial intention of the addresser:

The main characteristic of emoji is the emotional function of complementing, adding, and applying. Emoji demonstrates the specific emotion or mental state of the author who sent it. The sign helps determine the subject's attitude to the result of the speech process on the internet, to the situation, facts, and to the person themselves. Usually, this function is expressed through pictograms depicting manifestations of love, fear, joy, surprise, confusion, anger, doubt, gratitude signs and others:

1: Siz menga bu borada ko'p yordam berdingiz (You helped me a lot in this matter).

2: Va buni qanday tushunish kerak?! (And how should this be understood?!

3: "Ozgina yetmas ekansiz, menimcha... (You're a bit lacking, I think...).

Some emojis are also clear in terms of semantic interpretations.

The point is that this keyboard has several emoji grouped by themes (blocks) – smileys and people, animals and nature, flags, food and drinks, activities, objects, travel and places, with symbols. These pictograms serve an additional function – expressing a single meaning without emotional load. For example, the pictogram of "ambulance" ("tez yordam"), "pancake" ("krep") or "running" ("yugurish") represents real information and expresses this or that object of reality without evaluating personality:

1: Kecha men Ozone-da ajoyib A kurdim 2: Sizning go'zal 86-ni ko'rishni istardim

(1: I saw a great A on Ozone yesterday 2: I would love to see your beautiful 86)

Due to the fact that some emojis can have only one

meaning, they help the author to shorten the text message while maintaining information integrity. Many emojis indeed save time in the process of virtual communication. After all, it is much faster to put a symbol instead of writing out the whole word. The process becomes creative due to the variety and variability of emojis. For example, different colors of the "heart" ("yurak) pictogram or "taxi" ("taksi") shape, different directions of the "arrow" ("o'q").

1: GL ni aylantiring, keyin _ dan o'ting va siz u yerda siz! (1: Turn GL, then go through _ and you're there!)

2: Bugun Oy tutilish... (2: Today is a lunar eclipse...)

In such case, the "arrow" ("o'q") emoji metonymically takes on the meaning of "go right" ("o'ngga borish"). Here, the emotional component is expressed only through exclamation marks. Therefore, the wide range of emojis helps significantly reduce information transmission time in speech Internet communication.

Along with clear, semantically precise pictograms, attention should be paid to emojis that combine several meanings depending on the context. For example, the "open palms forward" emoji: sometimes it is difficult to determine in what sense it appears to the interlocutor.

The meaning of an emoji reflecting a particular gesture is supported by general information about this non-verbal means of communication, which is briefly described in the dictionary "Gestures and Facial Expressions in Russian Speech" (Akishina et al., 1991).

Internet language tends to change towards simplification and brevity, taking into account individual characteristics of human information perception. Online messages have undergone similar changes. The point is that emoji, as mentioned above, adds a distinct meaning to the author's text message expressed through emotional coloring in relation to the information content. Emoji contributed to the creation of abbreviations and shortenings, for example: "lol" (funny), "sps" (thanks), "zch" (welcome), "omg" (oh my god), "bb" (bye bye (xayr)), "gg" (good game, good chat (yaxshi o'yin, yaxshi muloqot)), "kek" (funny), "imho" (in my humble opinion), "xz" (I do not know).

These examples are very often used together with smileys. However, such forms of usage are only notable for the informal type of internet communication.

Along with marking pictograms in relation to objects of reality, emoji can be used for "reading" that expresses meaning and communication function simultaneously. In this case, the result after using emoji in this sense ends with a positive response, reaction. This emoji resembles nodding as a sign of approval:

1: Kofe buyurtma berishim kerakmi? (1: Should I order coffee?)

2: ha (2: Yes)

In this speech modulation, two emojis acting in a synergistic position can indicate a positive response option while also conveying a sense of awkwardness from the sender's message.

3. Graphic stickers. Stickers have many characteristics similar to emoji and perform some of the functions we discussed. Currently, interest in stickers is being actively enhanced by sticker shops in messengers and social networks, for example, on Facebook and Telegram or VK. Here are the characteristics of graphic stickers:

- The main difference between stickers is depicting emotional mood through a specific character that shows multiple characteristic behavioral traits.
- Mainly, the emotional position of the character resembles the consumption needs of the audience's constantly changing youth resonance (Krylov, 2017). For example:
- Limits emotional mood transmission due to physical impossibility of using certain stickers because of their absence in the set.
- Frequent updates of sticker packs allow users of different platforms to show their attitude to the situation in the world. For example, many authors of sticker sets have added a sticker reflecting their character's attitude to COVID-19 to their set:

Sticker prices. In some social networks, like VK, you need to pay a certain amount to buy a stickerpack (set of stickers). But mainly, stickers are free.

- Stickers are references to memes. The fact is that popular sticker packs often make references in the form of similarity, incomplete identification with a real meme in the relevant culture.

4. Memes. A meme is an information and communication complex that forms a socio-cultural environment associated with the word and is mainly transmitted through social networks. If an addressee who sees content expressing a hyperbolized emotional reaction in a certain life situation characteristic of a particular social group belongs to this group, then when a similar situation arises later, the probability of repeating this meme or wanting to keep it in memory of the meme seen by interlocutors and repeat it is very high. The main difference of a meme from other methods of expression in speech internet communications is implemented by highlighting the universality and comprehensiveness of any process (with its subsequent positive or negative evaluation), as well as emphasizing relevance to an event, occurrence, fact. Let us list some characteristics of a meme that exists in the process of word

communication on the internet:

a. Humorous orientation. This characteristic focuses on emphasizing the specific features of communication interaction. Meme culture is a wholeness and unity consisting of jokes, proverbs, sayings, euphemisms, aphorisms, meta-irony, and post-irony. The emphasis on the essence of a meme is directed at humorous examination of reality, therefore the recipient only understands and pays attention to memes that are relevant and correspond to their personal characteristics.

b. A meme is always monologic in its focus of attention. The addressee cannot connect with the recipient – the meme's author and cannot establish effective communication. Mass appeal, popularity and humorous effect limits most recipients to expressions of disagreement, discontent and relatively speaking, forces audiences to adapt to such messages without additional objection. Based on this, a meme is a combination of approving opinion from the majority of social network users with subsequent spread of the meme.

c. Regulation of personal interests. Most memes are distinguished by a specific type of communication, but cannot adapt to dynamically changing interests. If a meme becomes popular – is frequently sent, recognized – in the future it can either change and create a way to shape existing communication needs or, conversely, hinder the development of interests, aspirations and needs.

d. Information. Through memes, interlocutors get the impression that at a particular time they are part of a specific speech and are capable of understanding its elements, context and reading the necessary information. Also, a meme is an indicator of changing social needs in the world, due to which it changes. In social networks, a meme is a litmus test that determines the level of participation in the process of verbal internet communication and becomes an additional method of transmitting any information.

A meme is a means of community building. The main function of a meme in verbal internet communication is to bring people together, share similar interests, sense of humor, understanding of situation and context. Let us say 10 people in a social network who do not know each other join a conversation about cars, uniting and supporting each other to discuss only relevance, novelty, technical characteristics, fashion trends for Lexus drivers. In this case, memes sent to this conversation are likely to be received correctly and positively and won't lead to misunderstanding in group communication.

e. A meme is individuality. For communicators on the

internet, it is necessary to adhere to signs and other attributes that distinguish users from others. The clear effect of individualization will be a meme sent by the addressee to the chat. The characteristics, content and contextual meaning itself – all these indicators of the meme passively refer the recipient to the sender's cognitive processes and qualities: "Why did you send it?" (Nima uchun uni yubordingiz?); "He has a good sense of humor" (U yaxshi hazil tuyg'usiga ega); "He has a strange sense of humor" (Uning g'alati hazil tuyg'usi bor); "You are immoral" (Siz axloqsizsiz); "You don't understand what we're talking about" (Siz nima haqida gapirayotganimizni tushunmaysiz).

Thus, we have examined the typology of non-verbal means of communication in virtual communication. Graphic elements reflect the emotional state of the speech subject and thereby predispose the user to a subsequent response. Emoticons and smileys consisting of punctuation marks, letters and numbers expressing certain emotions have an initial purpose – to show emotional state and express attitude to the topic of discussion, to the recipient themselves or even to greeting. Emoji are virtual communication objects derived from smileys with more visualization and detail. There are a very large number of smileys divided into categories – these can be objects, pictograms, emotions themselves, animals and flags. The main characteristic of emoji is the variety of communicative roles.

Additionally, another important graphic element is stickers that show attitude towards emotion and communication subject through repetition of a certain character. Stickers differ from emojis and smileys because they have the strongest connection to real-time context – reflecting the emotional state of the current situation. Memes play a dual role in modern internet communication content: on one hand, it is an information product of consumption, on the other hand, it shapes consumer culture. A meme functions as a system of attributes that serves as a digital version of social signals used by humans to give non-verbal signals to people about their qualities and desires. Since creating a meme for self-expression is very difficult, the recipient begins to search for humorous designs that are useful for themselves in recipient groups and from other users, which leads to repetition and viral spread of memes.

CONCLUSION

Through extensive analysis of modern internet communication, this study has demonstrated that online interaction represents a complex system incorporating both verbal and non-verbal elements, with graphical display elements playing an increasingly

crucial role in conveying meaning and emotion. Furthermore, through systematic examination of various communication platforms including blogs, social networks, email, and internet conversations, we have identified distinct patterns in how users employ different graphical elements to enhance their digital communications.

Building upon these observations, the research reveals that graphical display elements in internet communication serve multiple functions beyond mere decoration. Specifically, emoticons, emojis, stickers, and memes each contribute uniquely to digital discourse, with emojis offering semantic precision through categorized pictograms, stickers providing character-based emotional expression, and memes serving as cultural touchstones that build community and establish shared understanding among users. This evolution traces a clear progression from simple punctuation-based emoticons to sophisticated tools for conveying complex meanings and emotions in digital spaces.

Moreover, the findings indicate that the formality and informality of internet communication are determined by both platform characteristics and addressee relationships, with graphical elements adapting their roles accordingly in each context. In particular, the research emphasizes how these elements effectively compensate for the absence of traditional non-verbal cues in digital communication, thereby helping users overcome the limitations of text-based interaction while simultaneously creating new forms of expression unique to the digital environment.

Consequently, the implications of this research extend beyond theoretical understanding, suggesting that graphical display elements have become integral to modern digital literacy. As internet communication continues to evolve, these elements are not merely supplementary features but rather essential components of effective online communication, thus reflecting broader changes in how people express themselves and interact in digital spaces. This understanding is particularly relevant for educators, communication specialists, and platform developers who must consider the fundamental role of these elements in facilitating clear and effective online communication.

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