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THE INVESTIGATION OF ENGLISH INTERNET DISCOURSE: TERMINOLOGICAL SATURATION

The topicality of the research is determined by the growing interest to the linguistic communication in the Internet as the important component of human activity in the XXI century.

E.V. Horina defines the Internet discourse as a set of network products, that were created and exist in virtually real conditions, in the linguistic and paralinguistic context, which are perceived by the addressee taking into account communicative and cognitive activity [1: 13].

According to O.M. Halichkina the constitutive features of the Internet discourse are: electronic signal of communication, virtuality, spatial and temporal distance, mediation, high degree of permeability, hypertext, transmission of emotions, status equality of the participants, different types of discourse combination and observance of the netiquette [3: 78].

Without any doubts the Internet discourse is a complicated phenomenon with a variety of classifications and genres. M.M. Bakhtina underlines that the notion of the Internet genres is the important component of one's linguistic competence [5: 104]. F.O. Smirnov distinguishes such genres of the Internet discourse according to the level of the interactivity:

- 1) high level of the interactivity (chats, social networks, Skype/Viber);
- 2) medium level of the interactivity (blogs, micro blogs);
- 3) low level of the interactivity (e-mail) [4: 11].

To investigate the terminological saturation of English Internet discourse in our research we work with genres of high and medium levels of interactivity. The analysis was carried out on the basis of the contemporary English blogs, micro blogs, social networks and chats.

After the thorough analysis we found out that in blogs and microblogs the most popular spheres of terms usage are: nature (14%), music (18%), finances (22%), computers (27%), medicine (19%). In chats and social networks, the greater part of terms is used talking about computers (31%), politics (20%), professions (15%), sport (17%), culture (10%), army (7%).

Mathematical calculation according to formula proposed by S. Vovchanska [2: 177] allows us to define the terminological saturation of English Internet discourse: $\rho = \Sigma_t : \Sigma_w * 100\%$, ρ – terminological saturation of the text, Σ_t – quantity of terms in the text, Σ_w – quantity of all words. The terminological saturation in social networks and chats is 17%, and in blogs and micro blogs – 21%.

Also, the findings of the investigation provide that the terminological saturation of the Internet discourse depends on such pragmatic parameters as: age, sex, time and place of communication, number of speakers, their social position and outlook.

The conducted research is not exhaustive. The prospect of further research can be focused on the detailed investigation of the terminological saturation of English Internet discourse with the usage of speech strategies and tactics.

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