

Artículo de investigación

**Changing the functions of language in the modern linguistic paradigm:
Influence of virtual discourse****ИЗМЕНЕНИЕ ФУНКЦИЙ ЯЗЫКА В СОВРЕМЕННОЙ ЛИНГВИСТИЧЕСКОЙ
ПАРАДИГМЕ: ВЛИЯНИЕ ВИРТУАЛЬНОГО ДИСКУРСА**

Cambio de las funciones del lenguaje en el paradigma lingüístico moderno: influencia del discurso virtual

Recibido: 19 de julio del 2019

Aceptado: 25 de agosto del 2019

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Kamamariash R. Kalkeeva³⁰³**Abstract**

The modern linguistic paradigm in its conceptual and epistemological content represents a multi-subject system of directions united by a single methodological dominant of anthropocentrism. The priority of the anthropocentric projection in the description of the natural human language is due to the dialectic process of accumulation of linguistic knowledge, which predetermined a qualitatively new understanding of the ontology of the object under study. The principle of anthropocentrism determines the broad explanatory capabilities of modern linguistics in establishing constant units and categories mediated by the gnoseological unity of language and human.

The study of the perception of verbal texts takes place within the framework of individual linguistic disciplines: text linguistics, grammar, stylistics, and psycholinguistics. However, most

Аннотация

Современная лингвистическая парадигма в своем концептуальном и эпистемологическом содержании представляет собой многосубъектную систему направлений, объединенных единой методологической доминантой антропоцентризма. Приоритет антропоцентрической проекции в описании естественного человеческого языка обусловлен диалектическим процессом накопления лингвистических знаний, предопределившим качественно новое понимание онтологии изучаемого объекта. Принцип антропоцентризма определяет широкие объяснительные возможности современной лингвистики в установлении постоянных единиц и категорий, опосредованных гносеологическим единством языка и человека.

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studies of speech messages are conducted in the context of the idealization of the object, that is, isolation from the specific situation in which the speech message is perceived. If we consider the actual functioning of a speech message, then almost always there will be a phenomenon of creolization of the verbal text. In reality, voice communication is a creolized text representing a fusion of verbal text and non-linguistic means, which include the extra-linguistic situation and paralinguistic means of oral and written speech.

Key words: Gnoseological unity, Creolization, Speech message, Modern linguistic paradigm, Anthropocentric projection.

Изучение восприятия вербальных текстов происходит в рамках отдельных лингвистических дисциплин: лингвистики текста, грамматики, стилистики, психолингвистики. Однако большинство исследований речевых сообщений проводится в контексте идеализации объекта, то есть изоляции от конкретной ситуации, в которой воспринимается речевое сообщение. Если рассматривать реальное функционирование речевого сообщения, то почти всегда будет иметь место явление креолизации вербального текста. В действительности речевая коммуникация представляет собой креолизованный текст, представляющий собой сплав вербального текста и неязыковых средств, к которым относятся экстралингвистическая ситуация и паралингвистические средства устной и письменной речи.

Ключевые слова: Гносеологическое единство, креолизация, речевое сообщение, современная лингвистическая парадигма, антропоцентрическая проекция

Resumen

El paradigma lingüístico moderno en su contenido conceptual y epistemológico representa un sistema de direcciones de múltiples sujetos unidos por un único método metodológico dominante del antropocentrismo. La prioridad de la proyección antropocéntrica en la descripción del lenguaje humano natural se debe al proceso dialéctico de acumulación de conocimiento lingüístico, que predeterminó una comprensión cualitativamente nueva de la ontología del objeto en estudio. El principio del antropocentrismo determina las amplias capacidades explicativas de la lingüística moderna para establecer unidades y categorías constantes mediadas por la unidad gnoseológica del lenguaje y el ser humano. El estudio de la percepción de los textos verbales se lleva a cabo dentro del marco de las disciplinas lingüísticas individuales: lingüística del texto, gramática, estilística y psicolingüística. Sin embargo, la mayoría de los estudios de mensajes de voz se realizan en el contexto de la idealización del objeto, es decir, el aislamiento de la situación específica en la que se percibe el mensaje de voz. Si consideramos el funcionamiento real de un mensaje de voz, casi siempre habrá un fenómeno de creolización del texto verbal. En realidad, la comunicación de voz es un texto creolizado que representa una fusión de texto verbal y medios no lingüísticos, que incluyen la situación extralingüística y los medios paralingüísticos del habla oral y escrita.

Palabras clave: Unidad gnoseológica, creolización, mensaje de voz, paradigma lingüístico moderno, proyección antropocéntrica.

Introduction

The development of information technology in the late XX - early XXI centuries contributed not only to the creation of fundamentally new ways of storing, searching and presenting information, but also the emergence of a new cultural and linguistic environment, a new linguistic reality that is being formed and is rapidly developing with the expansion of the scope of modern

communication media: the Internet, cellular and satellite communications. In the science of language, three scientific paradigms are traditionally distinguished: comparative-historical, system-structural, and anthropocentric (Ebzeeva and Karabulatova, 2017).

The interest in individual coordinates of the functional representation of a person in a language (first of all, an observer, interpreter, subject of assessment, language personality), as well as studies of their structural features and means of language actualization indicate that science has come close enough to solving a long-stated problem. Characterized by the depth and versatility, existing linguistic studies, however, do not allow to build a complete picture of the manifestation of man in the language. This is due, primarily, to the fact that they are separate, often unrelated, fragments of the problem description and in most cases do not take into account the fact of the integration of functions within the individual's cognitive activity.

The relevance of the work is explained by the following points: 1) communication in the communicative environment of the Internet is an important characteristic of modern culture; 2) the study of discourse is one of the most actively developing areas of modern linguistics, but many questions remain debatable concerning the essence of this phenomenon and its types, in particular virtual discourse; 3) require scientific understanding of the problem of modeling the linguistic personalities of participants in modern communication, its goals, values, concepts, genres, communication strategies, case-law phenomena, specific means of textual expression; 4) the language is undergoing qualitative changes due to globalization and migration exponentially.

Socially significant personality traits, systemically formed from early childhood through cultural needs, can find themselves in any socio-economic and cultural situation (Luchinskaya, Karabulatova, Zelenskaya and Golubtsov, 2018). Transformation, socialization in the formation of cultural needs carries with it people's fulfillment of a certain social function, i.e. realizations of their human nature, which entails the following: - ensuring survival on a social, spiritual level; - when intelligence determines cultural needs; - transformation of cultural needs into a means to live on the general principles of being - the formation of cultural needs as a means of developing the human potential of society.

Reality can be represented as the result of its language incarnation. The border between language and reality passes by a dotted line through a person who, for the time being, emphatically misses it, without thinking, immersed in the language that he caught at birth. Language, in turn, in each such meeting as with

an uncharted land (un-linguistic reality) tests its ability to become its language. The relationship of language with extralinguistic reality provides one example of the need for a holistic consideration of any reference from the inside, when the one without the other has no meaning, and in some cases disappears as a reality.

Materials and methods

Socialization of knowledge, experience and values of a person become a factor in the formation of cultural needs, which requires a new approach to the formation of cultural needs. What will give a person the harmonious development of his noosphere. It is possible to identify options for the visual presentation of certain verbal concepts. Different verbally nominated qualities are subject to visualization in varying degrees. The ability to visualize a particular quality depends on the degree of formation of the image of this quality that exists in the minds of the mass recipient. We hypothesize research based on the analysis of research data from various authors. To study this problem, it is necessary to develop new theoretical and methodological approaches aimed at identifying the fundamental mechanisms of systemic social interactions, as well as studying the historical experience of interactions of social associations with various conditions of existence. At the same time, there is a need to improve the methodology and the categorical apparatus of sociological research, to use methods of analysis borrowed from other disciplines, in particular, system analysis as an interdisciplinary methodology, having methods of studying complex systems. Expansion of the research methodology due to the inclusion of ideas about human behavior in various humanities allows developing system models of social processes that more fully reflect the mechanisms and patterns of both internal and external interactions.

Thus, an experiment to study the perception of creolized texts was carried out using the semantic differential method. The description method was used to characterize the verbal and non-verbal (iconic) components of creolized texts. Data analysis of experimental results is based on the use of quantitative methods.

The theoretical basis of the study was scientific concepts developed in the following scientific areas:

- Philosophy of language (S.A. Askoldov, D.S. Likhachev, S.Kh. Lyapin);
- Text linguistics (E.E. Anisimova, R. Barth, N.S. Valgina, I.R. Halperin, Yu.A. Levitsky);
- Discourse theory (N.D. Arutyunova, R. Vodak, T.A. van Dijk, M.R. Zeltuhina, V.I. Karasik, M.L. Makarov, A.V. Olyanich, Yu.E. Prokhorov, E.I. Sheigal, A.P. Chudinov);
- Cognitive science (N.N. Boldyrev, A. Vezhbitskaya, V.Z. Demyankov, E.S. Kubryakova, E.N. Luchinskaya, V.A. Maslova, Z.D. Popova, I.A. Sternin);
- Linguistic culturology (Ye.V. Babaeva, Ye.M. Vereshchagin, S.G. Vorkachev, V.V. Vorobev, V.I. Karasik, V.V. Kolesov, V.G. Kostomarov, V.V. Krasnykh, V.A. Maslova, N.A. Krasavsky, G.G. Slyshkin, Yu.S. Stepanov, V.N. Telia, V.V. Zelenskaya);
- Linguistic personality and linguistic consciousness (G.I. Bogin, T.V. Bulygina, I.N. Gorelov, O.A. Dmitrieva, A.A. Zalevskaya, A.A. Zaliznyak, I.A. Zimnyaya, I.S. Karabulatova, Yu.N.N. Karaulov, I.L. Levontin, V.P. Neroznak, K.F. Sedov, O.B. Sirotinina, Yu.A. Sorokin, R.M. Frumkina, V.I. Shakhovskiy, A.D. Shmelev);
- Genre (M.M. Bakhtin, A. Vezhbitskaya, V.V. Dementyev, K.A. Dolinin; M.Yu. Fedosyuk, T.V. Shmeleva);
- Speech activities (T.G. Vinokur, B.M. Gasparov, V.G. Kostomarov, G.E. Kreidlin, L.P. Krysin, A.A. Leontyev, N.I. Formanovskaya);
- Theories of communication and social activity (G.M. Andreeva, T.N. Astafurova, R.T. Bell, M.S. Kagan, V.B. Kashkin, I.S. Con, V.P. Konetskaya, A.A. Leontiev, O.A. Leontovich, M. Maklyuen, N.B. Mechkovskaya, G.G. Pocheptsov, E.F. Tarasov, S.G. Ter-Minasova);
- Virtualistics (V.V. Barabash, A.Ye. Voyskunsky, M. Kastells, N.A. Nosov, S.I. Orekhov, V.M. Rozin, F. Hammit, L. Hillis, G.L. Tulchinsky).

The material of the study was the data of linguistic and encyclopedic dictionaries, the National Corpus of the Russian language, collections of paremias and winged words, aphorisms and anecdotes, texts of modern poetry and prose on the topic of virtual reality and

virtual communication, texts of Internet forums, emails, virtual diaries, home and copyright pages on the Web, online multiplayer online role-playing games, real-time chat text records, instant messaging text archives messages, text messages, questionnaires and surveys. The study was conducted on the material of the modern Russian language of the Runet, one of the segments of the global Internet. A total of 150 megabytes of text fragments were analyzed, which is approximately 35,000 pages (1575 pp). In the process of work, the following research methods were used: observation, introspection, conceptual modeling, component analysis of dictionary definitions, interpretive analysis, contextual analysis, questioning and polls (including short / detailed answers to questions, free association method, writing mini-essays, selection from among the given criteria and / or their gradation, etc.), experiment, quantitative analysis.

Discussion

The main objectives of the virtual discourse are tertiary socialization, network inculturation, self-presentation and entertainment, to achieve which the following communication strategies are used: organizing, searching, positioning, explaining, evaluating, promoting, discrediting.

The case for virtual discourse becomes texts of laughter genres (parodies, tales, anecdotes), case statements - paremias, popular expressions, quotations from case texts, as well as discursive formulas, case characters - generalized images of Internet users (Grushevskaya, Karabulatova, Fanyan, Zelenskaya and Golubtsov, 2018; Khachmafova, Karabulatova, Serebryakova, Zinkovskaya and Ermakova, 2017).

New information technologies, which received rapid development at the end of the last century, led not only to the emergence of new ways of processing, transmitting, and storing information, but also contributed to the emergence of a new kind of virtual reality. This type has all the basic properties of virtual reality, spawned (there is always some kind of reality generating virtual reality), relevance (virtual reality exists as it is, only "here" and "now", while generating reality is active), autonomy (in virtual reality its time, its space, its own laws of existence, for a person who is in virtual reality, there is no external past and future), interactivity (virtual reality can interact with all other realities as ontologically independent of them), immersion (a person can dive into this or that virtual reality naturally or artificially), and is

understood as a kind of symbolic reality created on the basis of computer and non-computer technology and implementing the principle of feedback.

The text, immersed in the situation of communication in virtual reality, is considered as a virtual discourse. The concept of virtual discourse is not identical to such concepts as "computer discourse", "electronic discourse", "network discourse", "Internet discourse" (Barabash, Bobryshova, Lepilkina and Karabulatova, 2018; Grushevskaya, Karabulatova, Grushevskaya, Zelenskaya and Golubtsov, 2017; Crystal, 2004; Hudz).

The terms "computer discourse" (Lowenthal) and "electronic discourse" (Zhokhova and Zhokhova) are synonymous and mean the text immersed in a situation of communication through electronic means of communication, or rather, through a computer. "Internet discourse" implies communication in the Global Network, and "network discourse" - both communications on the Internet and in other networks, including local ones. Thus, the listed types of discourse are among themselves in a hyper-hyponymic relationship and contain as an distinguishing feature an indication of one or another means of communication that conditions the communicative environment being created. Virtual discourse means not only a changed communication channel, but also specific features imposed by virtual reality.

Results

The essence of virtual discourse is determined by its system-forming values: unlimited availability and speed of obtaining information and making acquaintances, anonymity, lack of spatial boundaries, blurring of distances and erasing the role of the time factor, democratic communication and freedom of expression.

Virtual discourse is also contrasted with real discourse. The opposition of these types of discourse occurs on the basis of counterposition of reality and virtuality as subject-situational backgrounds of the discourses under consideration: the "material" - the "ideal" (reality is something physical, tangible, virtuality is a combination of information, thoughts, images), "factual" - "Potential" (reality is a fact, what actually is, virtuality is the possibility of occurrence at one time or another), "local" - "global" (reality is something that is in certain places, having a direct environment, virtuality - the possibility of reaching any point),

"unconditional" - "conditional" (reality is real, it is given from the outside, "imposed", virtuality - to a certain extent, the result of our own consciousness), "real" - "fictional" (reality flows independently of our desires, virtuality is modeled), "identified" - "anonymous" (reality is direct contact with each other, virtuality is uncertainty, assumption, acceptance on faith), "Rational" - "emotional" (since reality is known, given, unconditioned, it requires rational attitude, thinking, planning, virtuality, modeled and remodeled, generated and thought by consciousness, feels, affects the emotional sphere more), "hierarchical" - "mosaic" (the reality is structured, in the case of virtuality, an ordered center and periphery, its elements are set randomly, "absent-mindedly").

Virtual discourse is a non-institutional form of communication, although it may contain certain elements of social institutions.

Virtual discourse, like any other type of discourse, is objectively distinguished on the basis of its constitutive features. Constitutive features of discourse include goals and strategies, values, case phenomena specific to a particular type of discourse, participants.

Virtual discourse has all the variety of functional goals inherent in real discourse: educational, socializing, communicative, gaming, psychotherapeutic, manipulative, etc. However, the main goals should be tertiary socialization, network inculturation, self-representation and entertainment.

Tertiary socialization is an internalization of norms, values, behavior patterns adopted in a particular network community, of which one or another Internet user has become a member, or which are generally accepted in the social community of cyberspace as a whole.

Inculturation involves the process of assimilation of traditions, customs, values and norms of virtual culture, which continues throughout the entire stay and interaction of the linguistic personality in the virtual space.

Self-representation is manifested in the realization by the linguistic person of his desire for publicity, for recognition by others. The self-representative goal in the virtual discourse is a consequence of the deformation of the structure of interaction in the virtual space, as compared with the real one, namely, the displacement of orientation towards another orientation towards oneself.

The entertaining goal is to find fun or distraction from the daily routine of real life.

The process of achieving the goal of discourse is a strategic process, the basis for which is the choice of optimal language resources. According to the main goals of virtual discourse, we can speak about the allocation of the following communicative strategies of virtual discourse: organizing, searching, positioning, explaining, evaluating, promoting, discrediting.

The precedents for virtual discourse are texts that reflect its values, which include a number of user capabilities that are unattainable in a situation of real interaction. These texts are aimed at underlining discrepancies in values, attitudes, behavior of communicants in the process of real and virtual interaction. The "imperfection" of the real world is subjected to ironic comprehension. As a result, texts of laughter genres turn out to be precedent texts of virtual discourse:

bikes (I work at a state-owned enterprise. And here we have a phone call somehow in the department. "Hello. Who is this? You could not come up, otherwise our computer broke down." I ask: "How did you break it?" "Well, you see, I worked in Word, typed the text, and then suddenly the STICK stopped flashing and the text was not typed! "I thought for a long time, what kind of stick?! Then it came to me - the cursor!!! I ask: "Do you have a computer hanging? "The silence of seconds is 20. The answer is: "NO, IT IS WORTH ON THE TABLE!!!"), jokes (Call on the radio: - Put, please, the song Pugache-howl about how she hung Windows! DJ (after a pause): - I can not remember Pugacheva such a song! Can you sing? - Well, there still in the chorus: "Click, and in response to silence, again I was left alone. A strong woman cries by the window ...").

The precedent statements of the virtual discourse include paroemias, popular expressions, quotations from precedent texts, as well as the so-called discursive formulas, that is, expressions peculiar to some specific type of discourse and defining this type of communication ("before connection", "before connection"), "Good day"). It should be noted that most of the precedent statements are parodic. Proverbs and sayings are most often taken as a basis for such parodies ("Woe to you, you are my monitor!", "There's nothing to blame on the monitor, if the site is a curve"), covered expressions from fiction ("You have to live life so that you don't have hurting the time spent on the hackless Internet", "I came to you with a floppy disk - to tell you that

the network fell"), statements from feature films and cartoons ("'ABYRVALG!', said Linux after Russification"; "Who demolishes Windows in the mornings, he acts wisely"), lines from the songs ("Ec and the glitch was suddenly, and not a friend and not an enemy, but a bug ...", "All covered with bad'ami, absolutely all", "And on the bills for the Internet will write our names"), lines from anecdotes ("My husband suddenly returns home from Internet ..."; "Modem-modem, Chukchi wants e-mail!"), Which became precedent phrases of television shows, advertisements, announcements ("It's IBM! Half of the OS is enough!", "I guess this program with 7 bytes!").

Allocation of any personal precedent names in the virtual discourse is not possible due to one of its main characteristics - anonymity, but it is possible to distinguish precedent characters, which include Vasya Pupkin, Shushpanchik and Vugluskr. These case characters not only "live" on the Web, like many well-known people who have moved into it from the real communication situation, but also were created in the virtual environment itself, are inextricably linked to it, and do not function outside the virtual world. Due to the specifics of the Internet, where the user is an active creator of a network culture, not constrained by any regulatory framework, the characters are very multifaceted, reflecting the values adopted in the Web, behaviors practiced by the users themselves, their needs and skills, hierarchy of relationships, etc.

Since there is always some idea of it behind a case law, it is common and obligatory for all bearers of one or another national cultural mentality; it is problematic to identify case law for virtual discourse as a whole. Periodically there are situations that are precedent for one or another network community, but they are not significant outside of it.

Values represent a basic category when building a picture of the world. The configuration of values determines the cultural type of a particular community. Since the virtual world is a new sociocultural environment, it is characterized by a set of its own values. Values of virtual discourse are: unlimited availability of information and making contacts (the ability to communicate with a large number of people), the speed of obtaining information and making acquaintances, anonymity, lack of spatial boundaries, blurring of distances and erasure of the role of the time factor, democratic communication (very often in an implicitly approved form of communication on "you" and,

as a result, in the ease of establishing contacts and making acquaintances without taking into account age, social, race, sex and the like characteristics of the communicants), freedom of expression (sometimes verging on permissiveness).

Conclusion

A virtual language personality manifests itself through texts created and interpreted by it in the process of virtual communication, changes its attitude to time and space, is characterized by a high degree of preoccupation with virtual activity and a shift in worldview accents, appears more competent in technical and less linguistically competent, dominates phatic tone over informative, blunting a sense of fear for the safety of their own lives, polarity of behavior.

The virtual language personality is constantly experimenting, playing with its identity, while retaining the freedom of choice and openness to new experiences. The main means of its self-representation are the nickname, avatar, origin, homepage or blog, created by users of the Network, the speech behavior of communicants. The emotional style of communication that arises in the process of mutual influence of communicants and determines their changing attitudes to choose all means of communication is called communicative tonality. Since virtual discourse is a complex multidimensional formation, the range of tonalities used in it will be extremely wide. Not representing an institutional form of communication, virtual discourse has a very rich tonal palette with a high degree of variation of various shades. Considering the variety of genres of virtual discourse, it can be said that the number of types of tonality in virtual discourse is comparable to the number of types of tonality in real personality-oriented discourse, where the list of possible typologies always remains open, allowing for various kinds of additions.

A virtual environment leaves an imprint on all sides of communication between participants of a virtual discourse, as a result of which a change in a number of parameters may occur that determine the use of tonality in a given communicative situation, as compared to the real interaction situation. And if the types of tonality singled out in real and virtual discourses coincide, the nature of their manifestation may have significant differences. Virtual discourse is characterized by the dominance of the phatic tone over the informative. Among the particular types of phatic tone, the specific, from the point of

view of virtual discourse, are playful, humorous, confidential, aggressive and ironic.

The language in the process of communication performs not only the function of coding the transmitted information, but also plays a special role in the process of obtaining new knowledge about the world, processing this knowledge, its storage and transmission, which makes the language an important tool not only for knowing another culture, but also for its interpretation and adaptation (Ter-Minasova, 2007; Mironov, 2005; Ebzeeva, Karabulatova and Snakisbaev, 2018; Karabulatova, Lyusheva, Yanguzin, Setova and Kotik, 2018).

The processes of generating and understanding statements imply a certain creative reworking of certain areas of personal experience in order to create new meanings in the process of speech generation and to recreate them in the process of understanding. The problem of organizing the personal experience of the individual and the collective experience of native speakers is thus one of the most important areas of linguistic science.

Acknowledgments

The authors performed this work within the framework of the grant RFBR 17-04-006070GN.

This paper was financially supported by Ministry of Education and Science of Russian Federation on the program to improve the competitiveness of Peoples' Friendship University of Russia (PFUR University, RUDN-university) among the world's leading research and education centers in the 2016-2020. This publication was supported by the Ministry of Education and Science of Russian Federation (the Agreement number 02.A03.21.0008).

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