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**THE IMPACT OF SOCIAL NETWORKS ON CONVERSATIONAL SPEECH**

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**Abstract:** As we follow the process of the development of the vocabulary of our language, it is observed that, in addition to the enrichment of the language due to its internal capabilities, the transfer of words from other languages in different ways plays an important role in this process. Words from other systematic languages are regulated by the phonetic and grammatical rules of our language. All these processes ensure the quantitative and qualitative enrichment of the vocabulary, and at the same time, the preservation of the norms of the literary language.

It is known that the norms of literary language form the basis of speech culture as a very necessary and required factor for modern society. In recent years, the development of ICT and the widespread inclusion of information and communication tools in people's lives have also had an impact on the vocabulary of our language.

Thus, many mistakes of the norms of literary language are made in social networks. People often write words according to their own judgment, that is, the correct spelling rule is not followed, they write words as they pronounce them, dialectism, vulgarity and even obscene words are used in speech. In addition, the words are not used correctly, that is, according to their purpose. All of these require serious future research.

**Key words:** Violation of the norms of the Internet, colloquial speech, literary language.

If at the previous stages of social development the possibilities of direct human communication were higher, then later the means of communication expanded significantly, which affected the vocabulary of the language and the speed and quality of its formation as a universal sign system. Today, at least until the use of information and communication technologies, the speech capabilities of each person were influenced by literature, the education system, the mass media, and the microenvironment in which each person lived. Direct communication led to the formation of a comprehensive language, rich in numerous pronunciations, dialects, and accents. In addition, mass migration of people had not yet occurred, which contributed to the preservation of the unique speech characteristics of individual regions.

Such pronunciations exist in all developed languages of the world. They are associated with the place of residence, social status, professional affiliation and even gender of people, the sum of speech features constitutes the styles of speech in the classical sense. At the same time, the expansion of the information space has made most people using the Internet bilingual, that is, polyglots [Timofeyev, Turayev, 1974: p.199]. Today, the majority of users turn to this language. First of all, the stock of words in English increases. Then comes weak slang, consisting of abbreviated words and expressions used to save time and respond more quickly. In addition, numerous signs have appeared that are actively used by users, describing the state of feelings and emotions, the entire animate and inanimate world.

Thus, the world is impoverished in ideas, language, and behavior to the point of symbolism, to the point of grotesque. The older generation pays attention to expressiveness of speech, activity in language habits, while the younger generation acquires for itself a poor inner world, limited in the

metaphoricality of language, in the creative “elevations” of the soul, and capable only of likes and emoticons, absorbing information, while not being stimulated by a large number of Internet “contents”. It should be noted that the network has the highest manipulation capacity in relation to the pages that young users visit most often. In cases of psychological dependence on the Internet, a rather helpless picture emerges - a young person or teenager does not receive emotional support from living people, although he or she needs it very much. Instead, he or she receives ersatz feelings and ersatz pleasure from what he or she experiences in virtual space.

If we consider individual styles of speech - here the threat of influence of social networks is less pronounced. This is due to the fact that the Internet is used mainly for correspondence or work on business sites, although here too certain stereotyped expressions and phrases are formed. As the researchers write, “any chat determines the gaps in the spelling, punctuation and stylistic literacy of its creators, participants or users . The speech of Internet chats differs from literary norms at all language levels. For example, at the lexical level - slang, vulgar vocabulary, jargon, etc. ” [Avdey, p. 10].

In general, e-mail, chat, forum, blog - these are the main genres of Internet communication. The genres of Internet texts are constantly evolving, changing in terms of form and content, as well as the nature of communication. Over time, this leads to the emergence of new genres on the Internet.

The English and Azerbaijani Internet language, formed in the speeches of participants in the Internet communication process, replaces the writing process. The writing process lags behind oral speech in terms of the duration of its implementation. This leads to a number of features of the rules of writing in the Internet language not being taken into account. In the texts created in the process of Internet communication, capital letters are replaced by lowercase letters, punctuation marks are almost not used, and word forms in the text are written adjacently. The Internet uses special tools to convey emotionality and expressiveness in the text. These tools are updated as the Internet language develops [Mammadova, p. 8].

In general, the Internet language, which is developed in the process of dialogue between humans and machines, differs in some features from the language used in the process of communication between people communicating on the Internet. Internet language is a functionally different type of language and acts as an oral-written language.

Conclusion. Thus, we see serious language violations in the social space of the Internet. Violation of literary language norms in the social space manifests itself at various levels. In many cases, lexical, stylistic and grammatical errors are encountered. Punctuation is not used correctly here. Sometimes words are used that violate the purity of our literary language. Also, cases of shortening of words and violation of phonetic norms are observed in social networks, that is, the process of removing vowels is underway.

No one is against the introduction of terminology-related words or words that have no equivalent or, in general, are not expressed in the national language.

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