

Abstract

Graduation Level of Proficiency Paper (Bachelor's degree, Specialist's degree, Master's degree)

Subject matter: The Spanish-language segment of the social networks Facebook and Twitter: language features and didactic application

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Topical Importance: is determined by the high interest in social networks today. Spanish is the third most widely spoken language on the Internet after English and Chinese. The number of Spanish-speaking users in its vastness is correspondingly large. Communication in social networks in Spanish is insufficiently studied, the main preference of linguists is given to English-language content, which significantly dominates.

Goals: identify the language features of the Spanish-speaking segment of the social networks Facebook and Twitter and create an electronic workbook based on the research materials

Tasks:

- register on Facebook and Twitter;
- subscribe to groups of various topics;
- review social media text content;
- build a corpus of examples;
- analyze examples and identify language phenomena that are typical for the social networks Facebook and Twitter;
- create an electronic workbook based on the research materials.

Theoretical value and practical applicability is the contribution to the study of the language of social networks and the introduction of research material in the process of teaching Spanish in higher educational institutions. The results obtained can be useful for further study of trends in the development of language features of Internet communication, as well as for effective communication of people learning Spanish as a foreign language with native speakers. It follows that the study may be interesting not only from the point of view of linguistics, but also from the point of view of cross-cultural communication. The product of our work can be used in Spanish classes.

The results of the research: the Spanish-speaking segment of the social networks Facebook and Twitter has a set of certain characteristics that are not found either in written speech or in spoken speech. In studies conducted by other scientists, it was

proved that social networks show signs of both forms of speech. In our study, we touched on semantic, morphological, word-formation changes, as well as syntactic transformations. Spanish-speaking users of social networks resort to abbreviations of words, the formation of individual author's words, obscene language, jargon, neologisms, etc. Their task is to increase the efficiency of information transmission with a minimum set of tools. At the same time, users tend to create an easy, relaxed atmosphere, and there is a deformation of communication. Due to the virtual nature of communication and the almost absence of nonverbal means of communication, emotionally-colored words can be observed. Speaking about the didactic application of our research, it should be said that the integration of social networks Facebook and Twitter in the process of learning Spanish can serve as one of the means of forming communicative and intercultural competencies. Our product is presented in the form of an electronic workbook, the purpose of which is to familiarize students of high education studying in the field of "Linguistics" with the peculiarities of the Spanish-speaking segment of the language of social networks, as well as with the culture of Spanish-speaking countries.

Implementation advice: in this paper we have analyzed only the Spanish-language segment of the social networks Facebook and Twitter, but it is necessary to study the Spanish-language segment of the social media language as a whole. Thus, further research will be directed to other social networks.