

A NICKNAME IS ONE OF THE WAYS OF SELF-PRESENTATION OF A PERSON IN A VIRTUAL SPACE

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Different methods of creating nicknames are considered in this paper.

Each of the Internet users is registered on social networks for communication, for work, or just to play some game. But for this you need to come up with an original, special name - a nickname, which will be the equivalent of one's own name. We were interested in why on the forums, chat rooms, in social networks, most people use fictitious names - nicknames instead of their own names and surnames. Since the nickname is the network name, it is an alias used by the user on the Internet. This topic is relevant because the Internet and nicknames are firmly established in our lives.

This issue in the scientific literature is just beginning to be studied. In our opinion, this topic requires special consideration.

The purpose of the study is a structural-semantic analysis of "nicknames".

The goal includes the following tasks:

1. Definition of the concept "nickname" - to reveal the content of the concept, to reveal its main, essential features.

2. To collect language material of various Internet communications.

3. To study and analyze the general principles of the formation of nicknames.

The object of the research is the language of Internet communications, namely, the "nickname" as a linguocultural phenomenon.

The subject of the study is morphological features, word formation and graphic design of nicknames.

Research methods:

- partial search method, derivational analysis;

- method of observation and generalization.

The practical significance of the work consists in developing guidelines for choosing a nickname that can be useful to Internet users, and the knowledge gained can be applied in courses of linguistics, culture of speech, stylistics, and lexicology.

In our work, we turned to the etymology of the English word "nickname", also considered the assignment of nicknames, revealed what position in relation to official names, nicknames and aliases within the anthropological system occupied nicknames, identified specific features of nicknames, conducted a structural-semantic analysis of nickname, identified the most common ways of forming nicknames, and also developed practical advice-recommendations on choosing nicknames.

The value of nicknames is extremely high, as evidenced by the diversity and creativity of the material under study. Thanks to the analysis, it was possible to identify the main trends in the creation and selection of personal names in one of the genres of Internet communication. We concluded that people, choosing a nickname, to a greater extent, wanted to reflect their inner state. However, it is worth noting the fact that chatters choose their nickname under the influence of society, cinema, and books. Communicants with their nicknames attract people with similar tastes and interests to communicate with.

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