



THE NATURE OF INSTITUTIONAL AND PERSONAL DISCOURSE IN INTERNET COMMUNICATION

<https://doi.org/10.5281/zenodo.17716746>

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The development of text linguistics, based on modern paradigms of linguistics, has led to the study of the text/discourse dichotomy. The concept of discourse is a broad term that studies the relationship between language, thought, and social reality. It refers not to simple speech or text, but to the process of creating meaning that is formed in a specific social, cultural, and political context. In short, discourse is the structure of understanding and linguistic formation of reality through language and its reception by the listener.

Discourse as a speech process is context-dependent, and the speech situation, time, place, and purpose of the participants are important elements. The social nature of discourse is characterized by the fact that it reflects the rules, values, and relationships in a particular society. Discourse includes not only the text itself, but also the purpose for which people use language. Discourse is a speech process that occurs not only in the grammatical structure of language or individual utterances, but also in connection with meaning, purpose, social conditions, participants in communication, and cultural factors, that

is, discourse – speech + social context. One of its important features is that in discourse, meaning is not expressed ready-made, but rather the participants create it together.

Like any term, the concept of discourse has many interpretations. P.Serio defines eight meanings of the term "discourse":

- 1) the equivalent of the concept of "speech" (according to F. Saussure), i.e. any specific expression,
- 2) a unit larger than a phrase, an expression in a global sense; the sequence of individual expressions that is the subject of study of "text grammar";
- 3) the impact of the expression on the recipient, taking into account the speech situation,
- 4) interpretation of conversation as the main type of expression,
- 5) speech that does not take into account the opposing position from the speaker's point of view (according to E. Benveniste),
- 6) use of language units, their speech actualization,
- 7) a socially or ideologically restricted form of expression, such as feminist discourse,



8) theoretical structure designed for researching the conditions of text creation²⁴

As V.I.Karasik notes, M.Stubbs identifies three main characteristics of discourse: 1) formally, it is a linguistic unit that is larger in size than a sentence, 2) discourse is content-related to the use of language in a social context, 3) by its structure, discourse is interactive, that is, dialogic²⁵.

E.V.Danilova emphasizes the need to distinguish between cognitive-discursive and communicative-discursive types of research²⁶. This contrast of approaches to discourse is associated with the difference between the semantics and pragmatics of the sign. In this sense, discourse semantics is interested in the generality of intentions and relations in communication, and discourse pragmatics is interested in the methods of expressing corresponding intentions and relations.

V.I.Karasik, by the nature of the discourse, identifies its institutional and personal types of discourse²⁷. Based on this theory, the problems of institutional discourse began to be studied. In

particular, in the monograph of E.P.Butorina "Russian language in business Internet communication" ("Русский язык в деловой интернет-коммуникации"), he analyzes and describes the mechanisms that regulate speech communication in online communication. It analyzes business communication in Russian, including its institutional features, features that manifest themselves at different levels of the language system, the importance of context for understanding the meaning of documents and letters, and the influence of the author's personality on the characteristics of the text²⁸. Thus, the problems of linguistics in online communication began to be discussed taking into account the specific features of speech activity.

1. Institutional discourse is a communication conducted by certain social institutions (state, educational institutions, companies, political parties, banks, healthcare systems, etc.) or their representatives within the framework of their official goals, powers, and regulations. On the Internet, this is mainly manifested through official messages, announcements, and declarations published on official websites and social media pages of institutions.

Institutional discourse is important in Internet communication and focuses on specific functional tasks:

²⁴ Серио П. Как читают тексты во Франции // Квадратура смысла. Французская школа анализа дискурса. – М., 1999. С. 12-53.

²⁵ Карасик В.И. Языковой круг: личность, концепты, дискурс. – Волгоград: Перемена, 2002. – С. 176

²⁶ Данилова Е.В. Психолингвистический анализ восприятия художественного текста в разных культурах: дисс ... канд. филол. наук. – Москва, 2001. – 204 с.

²⁷ Карасик В.И. Языковой круг: личность, концепты, дискурс. – Волгоград: Перемена, 2002. – С.

²⁸ Буторина Е.П. Русский язык в деловой интернет-коммуникации. Монография. – Москва: Академия Естествознания, 2013.



• **Informative task:** to inform, to distribute news

• **Communicative task:** communication with the audience.

• **Regulatory task:** publication of procedures, determining the rules for using the service

• **Persuasive task:** to social and political processes.

• **Social - cultural task:** preserving and developing respect for national and cultural values, creating new social values shaping .

The main features of institutional discourse are seen in the following:

- **relies on norm and standards;**

- **focuses on a specific goal:** provides information or instructions, explains, gives an official message;

- **The role of participants is clearly defined:** “institution → user”, “expert → audience”;

- **style of language is neutral and official:** terms, official phrases is often used.

Style, language and format, often, official, standard and conventional will be Jargons and informal expressions less occurs. Always specific target (providing information, providing services, conducting policy, informing the population, strengthening the brand) to achieve directed will be .

The owner of a discourse has the right to provide information and make decisions based on his or her position and authority. Information from official sources is often considered reliable and

verified. Information is usually transmitted from the top down, that is, from the institution to the population. Although opportunities for public communication exist, they are often limited. The creators of the discourse control its content and distribution.

According to V.I.Karasik, “From a sociolinguistic point of view, discourse is a process of communication between people, their belonging to a certain social group or a certain typical speech-behavioral situation. From this point of view, it is possible to distinguish political, administrative, legal, military, pedagogical, religious, mystical, medical, business, advertising, sports, scientific, stage and mass media types of institutional discourse²⁹. ”

Institutional discourse appears on the Internet in the following forms:

- Official websites (.gov, .edu, .org)
- Official social network pages (Telegram , Instagram , Facebook)
- Corporate blogs
- Official documents, statements
- Electron emails (email marketing)

In a short period of time, the institutional discourse managed to form its own linguistic and stylistic features in the Internet space. In particular, it is possible to mention aspects such as the active use of standardized expressions such as “*we inform you*”, “*follow the rules*”, “*thank you for your attention*”, neutral and objective methodological

²⁹Карасик В.И. Языковой круг: личность, концепты, дискурс. — Волгоград: Перемена, 2002. — С. 177



characterisation, the abundance of terms, short and clear structure (title → main message → source → reference).

Examples of institutional discourse include socio - political dialogue,

diplomatic correspondence, medical consultations, teacher-student dialogue, and others.

Institutional discourse

o.	Internet format	Materials provided	Expected result
	Government portals	Information about laws, decisions, and government services.	It is introduced into social life and daily relationships.
	Company websites	about products, services, news, corporate culture	Suggestions and recommendations are provided for customers.
	Banks official pages	interest rates, new services, security recommendations	Suggestions and recommendations are provided for customers.
	Information resources of educational institutions	about admission quotas, study programs, scientific conferences	Correct orientation and coordination of processes related to the educational system, organization of user selection
	Official political of the parties social online pages	programs, political statements, election campaigns	revitalization of socio-political processes, serves the successful implementation of election campaigns.

2. Personal discourse – this is an informal, free and often emotional communication between individuals. This type of communication is a speech activity created by users to express their thoughts, feelings, lifestyle, social position and personal experience. Personal discourse is aimed at self-expression, communication, exchange of ideas, creation of a personal brand, education and learning on the Internet.

Personal discourse has a number of distinctive features, such as a tendency to free, informal speech, emotionality, the use of language units specific to the style of speech, and the importance of mutual understanding over norms. For example, a conversation between friends, a parent-child conversation, a conversation between two people via personal chat or telephone.

Its main features are:



- **free, individual language method:** slang, emoji, abbreviations, internet memes are used;

- **emotionality high;**

- **topics unlimited:** everyday life elements, interests, personal opinions are expressed;

- **official rules of etiquette are rarely used;**

- **equal treatment applies between the participants.**

In the Internet discourse, this method is manifested in the form of chats between friends, personal opinions on social networks, blog posts, comments, speeches in informal discussions on forums.

• **Posts on Facebook:** impressions about a certain event, personal thoughts, conversations with friends.

• **Photos and stories on Instagram:** everyday life, things, celebrity life, food and dessert recipes.

• **Private channels or groups on Telegram:** to communicate with friends, to share news, and to express personal opinions.

• **Video blogs (vlogs) on YouTube:** personal experiences, advice, lifestyle.

• **Forum discussions:** personal opinions, advice on specific topics.

Personal discourse is communication conducted by people to express their personal interests, thoughts, feelings, experiences, and relationships. On the Internet, this is mainly done through social networks (Facebook, Instagram, Twitter, Telegram, TikTok),

blogs, forums, personal websites, and email. Style, language and expressions, often, informal, individual and personal will be Jargons, slang, emoticons, abbreviations are widely used. People share their thoughts, feelings, experiences, impressions about things, travels, food, and so on. Often, it is aimed at strengthening relationships with friends, family members, and acquaintances, exchanging ideas, and supporting each other. Linguistic features are characterized by informal, free language; use of emojis, gifs, stickers, abbreviations such as “ok”, “xa”, “brb”, “Guli”; no heading, free structure; use of emotionality, humor elements, etc.

The author's personal thoughts, impressions, and even incorrect or inaccurate information can be disseminated. Feelings, moods, and personal opinions are openly expressed. Almost everyone has the opportunity to express their opinion and participate in the dialogue.

On the Internet platform, both institutional discourse and private discourse can be carried out in the same formats (telegram, social networks, forums, websites), but there are significant differences in the purpose, language style, attitudes and communication norms between participants.

The technological features of the Internet have created unique opportunities for the formation, dissemination, and interaction of institutional and personal



discourses. Identifying these two types of discourses and understanding their specific characteristics on the Internet helps us better understand the virtual environment.

Institutional discourse is more likely to be trusted because of its formality and authority. Personal discourse, on the other hand, can be important because of its sincerity and its basis in personal experience. However, in both cases, the issue of credibility is relevant.

In institutional discourse, the responsibility for the information lies with the institution. In personal discourse, the responsibility lies with the author. **Persuasive strategies are actively used in both institutional and personal discourse.** Persuasion is a category of influence used by the addressee to convince the recipient of something, to persuade them to perform or refrain from certain actions. This category reflects the speech effect, which has both a rational and emotional character. The theory of speech effect and persuasion are interconnected from the point of view of the pragmatic function - it is aimed at convincing the addressee to change his thoughts, values, and judgments, taking into account the addressee's intentions and encouraging subsequent actions in his interests.³⁰ According to A.V.Golodnov, "Persuasive influence is aimed at encouraging the recipient to

perform certain subsequent actions in the interests of the sender of information."³¹

In linguistics, persuasion is considered from the point of view of general and specific strategies.

Persuasive strategies are a set of specific language, style, and communicative methods that a speaker (institution or individual) uses to influence the minds, feelings, behavior, or decisions of an audience.

1. A logical effect is a fact, a proof and logical basis through Persuasion. This involves using statistical data, evidence, sequential presentation of arguments, and expert opinion. People tend to believe what the majority chooses. The phrase "*One million users chose*" reinforces the possibility of making a choice.

2. Emotional impact is persuasion by appealing to the audience's emotions. This includes methods of influencing through emojis, expressive words, personal stories, visual images in pictures or videos in order to evoke feelings of fear, joy, and surprise.

3. Ethos is one of the main strategies of persuasion, influencing the audience through the reputation, authority, expertise, experience, and credibility of the speaker (person or organization). In a broader sense, it can also be expressed as "**persuasion based on reputation**". For example, a doctor

³⁰ Колчевская В.А. Средства выражения категории персуазивности в гипержанре "сайт" туристического интернет-дискурса: автореф.дисс... канд. филол. – Краснодар, 2020. – С.14

³¹ Голоднов А.В. Персуазивность как универсальная стратегия текстообразования в риторическом метадискурсе (на материале немецкого языка): дисс...автореф.д-ра филол.наук. – Санкт-Петербург, 2011. – С.15



with 40 years of experience told the secret to getting rid of a headache in 10 minutes: *“Drink two glasses of warm water, the headache is caused by a lack of water in the brain, warm water is quickly absorbed and reaches the brain.”* (Telegram channel) So, one of the characteristic features of most people is that when they find the answer to the question *“Who is talking?”*, their confidence in the information increases.

4. Encourage activity It is a very powerful tool in advertising and marketing. For example, the slogan *“Buy now, pay later”* creates an emotional response in the mind of the recipient and increases the likelihood of purchasing.

5. Influence through repetition. A method of increasing the effect by repeating the same idea several times in different forms.

6. Persuasion through storytelling is one of the most powerful psycholinguistic mechanisms. It uses personal experience, influence through events or plots, and character creation. It is often found in bloggers' speeches and advertising videos.

7. The simplification method includes infographics, simple expressions, use of short sentences, simplification of the text, **etc.** In institutional discourse, it is important to convey complex information in a simple, understandable and concise manner, for example, explaining tax regulations.

8. To demonstrate the superiority of a product or idea through **comparison**.

“This medicine has been clinically tested and is the best choice to protect your child.” (From the advertising text)

Our analysis shows that *logical influence, emotional influence, ethos-based, motivation for activity, repetition, persuasion through story, simplification* and persuasive strategies such as *comparisons play different roles in different discourses. For example, while facts, evidence, and simplified information play an important role in institutional discourse, emotional impact, personal experience, and ethos* play a stronger role in personal discourse. In particular, the systematic use of persuasive strategies in mass communication, advertising, marketing, blogging, and information resources increases the effectiveness of influencing audience behavior. For many, the speaker's personal authority (ethos) or reliance on collective opinion is an important factor, which further strengthens the persuasion process. Thus, persuasive strategies are an integral part of institutional and personal discourse, they determine the effectiveness of the communication process, significantly affect the reception and understanding of information.

In terms of pragmatic features persuasion, influencing the audience **to the institutional discourse**; signs of interaction, reaction, emotional expression are characteristic **of personal discourse**.



Comparative description of institutional and personal discourse

o.	Standard	Institutional	Personal
	Style	formal, neutral, mixed	informal, free
	Purpose	information, management, persuasion	to receive information, exchange opinions, express opinions,
	Audience	citizens, customers, community	friends, loved ones, relatives, colleagues
	Language feature	standard, accurate	emotional, personal
	Level of responsibility	legal	individual
	Logical	orderly, structured	irregular, non-standard
	Stylistic paintwork	Less	high
	Pragmatically	to persuade, influence the audience	interaction, emotional expression

In the Internet space, the boundaries between institutional and personal discourses are not strictly defined, of course. Therefore, there is a mixed use of these two discourse features, that is, hybridization.

For example, speakers on behalf of an official organization also use elements of personal style, such as humor, memes, and emojis, to approach their audience and establish a personal dialogue with customers. A company representative may express an official opinion on his or her personal account, or, conversely, messages may be published on the official institution's page in an informal, personal style.

The institutionalization of personal discourse can be seen in the collaboration

of bloggers with organizations and brands, and in the transformation of personal pages into PR channels. In personal discourse, people behave more freely, but in an anonymous environment, even institutional presentations can take on an informal appearance. News and information about institutional discourse can be widely disseminated and increase the sphere of influence through personal discourse. Personal discourse, in turn, can express its views on institutional topics and popularize them. Quick response on the Internet to give necessity institutional of discourse official method can be shortened and simplified.

In general, the Internet space creates a favorable environment for the interaction and multifaceted expression of



institutional and personal discourses. Both are important and necessary in their own right. While institutional discourse ensures the accuracy, formality, and generality of information, personal discourse allows people to freely express their thoughts and feelings, form

relationships, and enliven communication. Understanding the interaction and boundaries of these two types of discourse is essential for effective communication in the online environment.

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