PSYCHOLINGUISTIC PROPERTIES OF FACEBOOK TEXTS

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ABSTRACT: The article explores the psycholinguistic features of posts on the social network Facebook, which is gaining popularity today. It highlights the problems of information transmission, the impact function of information and their use in social networks

KEY WORDS: psycholinguistics, psycholinguistic features of the text, psychological approach, facebook, post, mental activity, speech activity, communication, fake information.

INTRODUCTION

The psycholinguistic study of text in modern linguistics is attracting the attention of many linguists. In linguistics, this is a new field that has emerged from the intersection of linguistics and psychology. Because linguistic activity, on the one hand, is the object of study of linguistics, on the other hand, it is also the subject of study of psychology. Thus, there is a point of intersection between linguistics and psychology, and the point of intersection between these two disciplines is the object of study of psycholinguistics [10.]. The purpose of speech is not only to convey information to the listener, but also to what extent it affects him. These two factors ensure that speech is the object of psycholinguistic research. The features of speech listed above are especially evident on social media. Because the popularity of the text given on the social network is characterized by a high level of influence.

THE MAIN PART

If speech is the subject of linguistics, its effect on man is the object of study of psychology, and, of course, these processes do not occur without the human factor. For this reason, man is at the center of the study of this science.

According to Sh. Usmanova, the speech will be performed for three purposes. 1. Communication 2. Message 3. Influence [12.43]. The first purpose of delivering a speech, that is, to convey it to the listener, is to communicate, that is, to exchange ideas. In this case, the speech is often in the form of a dialogue. For example, groups on a Facebook page or comments on posts. The second purpose of speech production is to inform the listener or reader, that is, to convey an event or news to the reader audience. In the texts of Facebook (social network), this

situation can usually be left as a post on news channels or on the official pages of certain agencies, companies. For example, this post from the Facebook page of Kun.uz:

Farg'ona viloyati sog'lig'ini saqlash boshqarmasiga yangi rahbar tayinlandi. Farg'ona viloyati SSBga 2020-yil avgustidan buyon rahbar bo'lib kelayotgan Husan Mamajonov ishdan ketdi, uning o'rnini Respublika shoshilinch ilmiy markazi Farg'ona filliali direktori Abduqayum To'xtaqulov egalladi. (A new head of the Fergana regional health department has been appointed. Husan Mamajonov, who has been the head of the Fergana regional health department since August 2020, resigned and was replaced by Abdukayum Tukhtakulov, director of the Fergana branch of the Republican Emergency Scientific Center.)(Kun.uz)

The purpose of this example is to inform the general public about this news.

The third purpose of speech performance is to make an impact. This third goal is the object of study of psycholinguistics. Because in this case, the purpose of the emergence of speech is to influence the person. This is the effect on the human psyche through speech. And this effect can be used for various psychological purposes. If this phenomenon is studied at the intersection of linguistics and psychology, the research will be effective and scientifically sound. A number of scholars have conducted research on the effects of speech on humans, and the first studies were theoretical. In such studies, it is argued that the development of language is related to the development of individuals' thinking and psyche. At the heart of such views are the cases in which aspects of language related to the human psyche take precedence over its social nature. Later, as the twentieth century progressed, the focus shifted to the study of human speech activity, focusing on the related aspects of language and the human psyche. After the 50s of the last century, psycholinguistics was formed as a separate branch of linguistics.

Scholars have given different definitions to psycholinguistics, a relatively new branch of linguistics. In particular, according to Azim Khodzhiev, psycholinguistics is a branch of linguistics that studies the speech activity in terms of the interaction between the content of the speech act and the purpose of the speaker. Emerging as a synthesis of psychology and linguistics, this field studies issues such as speech perception, language acquisition (the child's ability to speak, bilingualism) [11.70].

The structural-semantic structure of speech, the time of speech, speech conditions, speech situation are important in the psychological impact on a person. All of this determines whether the speech effect is positive or negative. The impact function of speech is evident in the analysis of internet texts. This can be seen in the political, political-analytical posts of Facebook texts.

That is, in psycholinguistics, the relationship between a person's speech and the intended purpose of that speech is studied. For example, the Daily Mirror's post on Facebook, which is directly related to the Russia-Ukraine conflict, is proof of this:

Буюк Британиянинг МИ6 разведка хизматининг хабар беришича, Россия Федерацияси президенти Владимир Путин оғир саратон касаллигидан азият чекмоқда, тахминларга кўра унинг икки ёки уч йил умри қолган. (According to the British intelligence service MI6, Russian President Vladimir Putin is suffering from severe cancer, which is estimated to last two or three years.) (Daily Mirror's Facebook page)

Although this message is left as information only, the psychological purpose behind it is completely different. According to experts, the intended purpose of this information was used to confuse Russian officials.

Although A.A. Potebnya thought about almost all levels of language structure, his views on the nature of language, language and speech, the relationship between language and thought, especially his relationship to language and the human psyche, are noteworthy. His views on this subject later served as the basis for the emergence of research in the theory of speech activity, speech system, psycholinguistics. In his view, language does not express a ready idea, but shapes it [14]. It does not interpret speech in isolation from the process of comprehension, on the contrary, it promotes the idea of the process of comprehension of speech, of analysis together with the listener. In this way, the scientist understands that the speaker-listener relationship should be the object of linguistic research. In his view, in fact, there is only speech, and the meaning of the word is manifested only in speech. Any word taken out of speech becomes a dead word. The word expresses its meaning in the context of the sentence, surrounded by other words. Each time a word expresses a new meaning in speech, the lexical and grammatical meanings of the word are created by the individual. These views of A.A. Potebnya are not far from the truth, in our opinion. Because by taking words out of context, the semantics of a sentence can be completely reversed. We can see this situation in the following example. The Faizbog channel on Facebook is leaving this post.

Turkiyaga kelgan Rim Papasi yo'l chetida axloqsiz ayollarga ko'zi tushadi va shunday deydi:

-Turkiyada axloqsiz ayollar ham bormi?

Turk nashrlari vazyatni qo'lldan chiqarmaydi va nashriyotda "Rim Papasi Turkiyaga kelishi bilan "Turkiyada axloqsiz ayollar bormi?",- deb so'radi" mazmunidagi maqolalarni tarqatib yuboradi.

(The Pope, who came to Turkey, saw immoral women on the side of the road and said:

- Are there any immoral women in Turkey?

Turkish media outlets do not take the situation lightly and publish articles saying, "As soon as the Pope arrives in Turkey, he asks, 'Are there any immoral women in Turkey?)

(Faizbog's Facebook page).

It is clear from this post that taking a word or phrase out of context can completely change the context. Typically, such posts are used to distract public opinion from the stated content or to create content that is completely opposite to that content.

CONCLUSION

In conclusion, when studying the psycholinguistic features of posts left on Facebook, it is often intended to convey different psychological effects on people, even if the focus is primarily on information dissemination and widespread dissemination. Sometimes fake messages are also used to enhance the exposure function. At the same time, Facebook texts (social networks in general) can distract people from a very important part and draw attention to even the most absurd problems.

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