ИНСТАГРАМ-КОММЕНТАРИЙ: КОММУНИКАТИВНЫЕ ТИПЫ И СРЕДСТВА ВЫРАЖЕНИЯ ЭМОЦИОНАЛЬНОЙ ОКРАСКИ

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Статья показывает результаты анализа комментариев под постами в Instagram моделей Х. Бибер и А. Решетовой. В ходе исследования выделено пять типов комментариев по коммуникативной цели: оценка с похвалой и критикой, сообщение, просьба или вопрос, жалоба, предложение или рекомендация и их комбинации. Результаты показывают, что 41 % комментариев в постах обеих моделей – это оценка с похвалой. Исследование также демонстрирует преобладание положительных эмоциональных коннотаций в комментариях к постам Х.Бибер, в то время как комментарии к постам А.Решетовой вызывают более разнообразную реакцию с равным распределением положительных и нейтральных коннотаций, выраженных как вербально, так и невербально.

Ключевые слова: социальные сети, Инстаграм, комментарии, коммуникативные цели, эмоциональная окраска.

INSTAGRAM COMMENT: COMMUNICATIVE TYPES AND MEANS OF EXPRESSING EMOTIONAL COLOURING

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The article reveals the results of the analysis of the comments under the Instagram posts of models H. Bieber and A. Reshetova. The research identifies five types of comments in respect to communicative purposes: evaluation with praise and criticism, message, request or query, complaint, suggestion or recommendation and their combinations. The results show that 41% of comments under both models' posts are evaluation with praise. The study also demonstrates the prevalence of positive emotional connotations in the comments under H.Bieber's posts, while the comments under A.Reshetova's posts elicit a more varied response with equal distribution of positive and neutral connotations, expressed by verbal and non-verbal means.

Key words: social networks, Instagram, comments, communicative purposes, emotional connotations.

Internet-communication in general and social networks in particular have widely spread across the globe and have become an integral part of the modern world. Social networks enrich our lives with new forms of interaction by providing an opportunity to share our messages with a large audience and express our emotions to familiar and unfamiliar people who can be miles away. In the social network Instagram such opportunity is revealed through commenting. Following S.M. Karpoyan, we define Internet commentary as a specific semantic field where facts and opinions with subjective meaning and social conditionality are formed, interpreted and evaluated for the purpose of self-presentation in the virtual communicative environment [1, c. 242]. This study analysed 100 comments left under the publications of the American model Haley Bieber in Instagram, as well as 100 comments left under the publications of the Russian model Anastasia Reshetova in the same social network. The aim of the work is to determine the most common communicative purposes of Instagram comments under the publications of these models and to identify the means expressing emotional colouring.

In terms of communicative purposes, the following types of comments can be distinguished (the examples are given in the original without any correction): evaluation with praise (*ur makeup looks so cute, this is TOO GOOD*) – 41%; evaluation with criticism (*disgusting that you promote animal abuse*) - 24%; message (*I never ordered something so fast!!!!! But I got it*) – 8%; request/query (*Why is she the only one who wears her wedding ring tho*) – 5%; complaint (*I sat at the airport waiting for it to drop so I could get the cutest jellybean pouch and the service cut out and it was sold out in minutes* 😭) – 2%; suggestion/recommendation (*Tell your husband to educate himself !*) – 2%.

It should be noted that some comments may represent a combination of several communicative purposes, such as evaluation with criticism + suggestion/recommendation (*Boycott her product*) – 3%; evaluation with criticism + request, enquiry (*Animal abuse. Please, do not support this* 🙁) – 1%; evaluation, praise + request, enquiry (*STOP BE SO JEALOUS I don't know why people feel like it's ok to talk like that !! To any person! Hailey you are amazing and beautiful and deserve a lot of happiness in your life #girlpower learn .*) – 1%.

It is known that comments can be classified not only by the communicative purpose but also by the type of emotional connotations. Connotations in the language can have different shades: positive, negative, neutral. As a result of the conducted analysis of the comments under Haley Bieber's publications it was revealed that the most frequent connotations are positive (57%), due to words and phrases with bright positive colouring, for instance: *a Christmas angel*✨, *THE REAL QUEEN*. A non-verbal way of expressing positive connotations was also observed - emojis: 😍😍😍😍, 🔥🔥🔥🔥. There were also found such comments that contained foul language but carried a positive emotional response, for example, *who the f*** do you think you are! Oh my f***g goodness! Wow. Wow wow wow*. Negative connotations made up 26%, due to polysemous words, neutral in their basic meaning, which received negative colouring in the context: *all she does is show her body*. The pure non-verbal way is also present: 🤣🤣🤣🤣 . And 17% of the comments are neutral: *justin looks like unhappy*.

Let us take a look at the comments of Instagram users under Anastasia Reshetova's posts. As for the communicative purposes of the comments we can single out the following: evaluation with praise (*Не смотря на 2 расставания и детей. Тимати молодец что не кидает детей…и в хороших отношениях с бывшими*👏*ведь это редкость, какая красивая!!*😍😍😍😍) – 41%; message (*Пока Валюша не знает в какой еще позе себя засветить Настя встала спиной к миру*😂😂😂😂😂😂👏👏🔥🔥🔥) – 18%; suggestion, recommendation (*Мне показалось или зубы уехали на 2 фото? Не в обиду, Настю люблю. Может перезалить фото*) – 3%; complaint (*Надоели уже, если честно, все эти терапии и психология на каждом шагу* 🙈) – 1%; reproach (*А какая ты есть, Настя? Мусульманка? Русская? Ты не нашла себя, поэтому мужчины не могут быть рядом с тобой*) – 1%.

There is also a large number of various combinations of communicative types under Reshetova's posts: evaluation with criticism + request/question (*А про Палестину написать пост слабо? А не про нафиг никому ненужную психологию #freepalestine JOJOJO*) – 3%; evaluation with praise and criticism (*Как хорошо вы смотритесь без этого хвоста Алеко,он как кусок 💩липнет до всех🤮*) – 1%; evaluation with criticism and praise + request, enquiry (*Настя ты сама по себе интересная, тебе не нужно повторять чей-то образ , но ты переодически это делаешь, зачем ?*) – 1%; evaluation with praise + gratitude (*Однажды летом Анастасия отдыхала в Сан-Жан-Каффере. Я работала с ней дома! ... Я никогда не чувствовала себя помощницей в этом доме. Она всегда ко мне относилась с таким большим уважением. ♡♡♡*) – 1%; evaluation with praise + wish (*Боже какая красивая Настя глаза, зубы, улыбка это вообще огонь незнаю красивее не видела никого Дай вам Бог продлить эту красоту как дольше, живите долго и счастливо ♡♡♡♡♡с любовью с Лондона*) – 1%; evaluation with praise + request/question (*Меня не оставляет вопрос ... почему Тимати ее бросил?*) – 1%.

The comments under Anastasia Reshetova's posts also were emotionally coloured. In this case, both positive and neutral connotations are equal. Positive connotations accounted for 43%. Examples here are words, phrases that evoke a favourable emotional response: *Яркая звезда* ✯, *Such a beautiful mermaid* 🧜‍♀️♡. The pure non-verbal way is also present: 🔝. The percentage of neutral connotations was also 43%: *Что с зубами?*. Negative connotations were only 14%: ...*Настя ," мусульманка" не хочешь высказать мнение об этом или слабо? Я всегда знала о твоей неискренности. Не позорь нас и не называй себя мусульманской, а то меня вырывать будет....*

In summary, as a result of analysis of 200 comments posted by the followers in Instagram under the posts of Hayley Bieber and Anastasia Reshetova it is possible to establish that the most frequent communicative type of comments is evaluation, including praise. The comments under Reshetova's posts are much more diverse, including many different combinations not found under Bieber's posts: reproach and wishes. Under Bieber's posts comments with positive emotional colouring prevail, whereas the comments left by the followers under Reshetova's posts demonstrate that positive and neutral connotations are equally distributed.

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