полисемии. Отсутствие такой корреляции не всегда представляется оправданным и может рассматриваться как аргументативная ошибка. Такая квалификация применяется, в частности, к вербализаторам каузальной схемы: в случае употребления языковых единиц, наделенных «позитивной семантикой» (рус. *способствовать, содействовать, благоприятствовать, вносить (значительный) вклад, открывать перспективу*; бел. *садзейнічаць, (па)спрыяць, стаць значным фактарам, пры дапамозе* и т. п.) для репрезентации негативных следствий возникает семантико-прагматический диссонанс [1, с. 208] – погрешность, искажающая восприятие аргументации.

Понимание сущности прагматической полисемии и закономерностей использования многозначных вербализаторов АС позволит грамотно объективировать внутреннюю структуру аргументации, а также адекватно распознавать, интерпретировать и оценивать аргументирующие рассуждения в дискурсе гуманитарных наук.

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ON GENERAL TRENDS OF LANGUAGE CHANGES
IN COMPUTER MEDIATED COMMUNICATION

Computer mediated communication (CMC) is an umbrella term, which covers human communication processes facilitated by the use of any electronic or computer medium. It can also be described as a media version of the national language (mediolect), adequate for a particular speech channel. CMC implies the application of a wide range of 'instruments', including text (hypertext), audio, graphics, or video, and occurs synchronously (in "real time") or asynchronously (delayed). The technical parameters inherent in this speech channel condition the specificity of this media type of language.

The most popular forms of Internet communication include e-mail, instant messaging, SMS, chat, social networks, conference calls, video calls, etc.

The genre diversity of the Internet environment has increased during the period of the Internet, and this trend is likely to continue in the context of the emergence of new technologies and a natural change in the structure of the population using the Internet. Different genres of the new communication environment are heterogeneous in terms of combining the linear and hypertext principle of text structure, the participation of verbal and non-verbal texts in the integrity of its meaning, and also in the manifestation of oral and written text.

Internet users, as members of a virtual community, create, consciously or intuitively, the net etiquette, their own language environment, where they feel comfortable and achieve their goals. The English language, "mastering" the

Internet, has received various names: cyber speak, Netspeak, Chatspeak, etc. Other languages used in CMC (including Russian) are also subject to the inevitable, powerful influence of CMC and are steadily transforming.

The study of universal and culturally specific features and trends of CMC, helps to understand the influence of technology on human communication in general, and the use of language means to solve various communicative tasks.

Various online chats present one of the most common forms of internet communication and attract millions of internet users. Chat messages of NTV (Russian) and Russia Today (English) live broadcasts have been used as research material for the paper. As examples of synchronous polylogue genre, considering time pressure and the participants' intention to imitate relaxed communication, they show oral-written hybridism, and such categories as evaluativity, subjectiveness and affectability.

Both in Russian and English chat messages there are distinctive trends noticeable at different levels: graphical (general presentation and organization of the written form of the language), spelling (spelling, punctuation, use of expressive means, etc.), grammatical, lexical, discursive, phonetic and phonological.

We have founds numerous examples of conscious agraphism, agrammatism, due to the oral-written hybridity of the chosen CMC form ("whateverism"). The messages express total indifference to the need for consistency in linguistic usages. Writing becomes flexible and less disciplined. Non-standard spelling is deliberate and intentional. It may demonstrate personal choice, the sense of community in a particular group (a particular kind of misspelling may have privileged status in a group, due to its having attracted everyone's attention at some time), sarcasm, humor, rebellion, an attempt to troll the counterpart etc.

At the lexical level, such methods of word formation as abbreviation, clipping, acronymia, combination of numbers and letters, contamination, composition, derivation and use of symbols prevail in both Russian and English versions. The Russian chat participants were more flexible in terms of switching codes (e.g. from Cyrillic alphabet to English).

Users of both languages often resort to an accentuated, exaggerated use of punctuation marks, spelling variants, capital letters, spaces, icons, etc., to enhance expressiveness, and also as a way of individualization. Emoticons are extremely popular – pictograms that convey emotions, states, actions, as well as denoting objects and characters. They are referred to as paralinguistic means, and are used everywhere to create an emotional background, achieve a humorous or other effect, prevent conflict situations and, finally, save time and effort.

Russian and English speaking chat participants use nicknames (nicks), which clearly presents a highly distinctive feature of synchronous chatgroup language. The nicks may be words or phrases; some are related to characteristics of the self (a person's character, appearance, profession, hobbies, location, age, etc.), others present nonsense word or word combinations.

The anonymity of communication is also an important factor in shaping the natures of the multiparty interaction. It is anonymity that acts in CMC as a trigger in the manifestation of negative personal qualities, condemned by society and

unacceptable in a situation of personal communication. The ability to create a fake identity, an unlimited number of fictitious user accounts creates a sense of impunity, eliminates barriers, complexes and stereotypes that act as a deterrent in real life situations.

Thus, the means and channel of communication affect the use of the language in the CMC, causing changes at all language levels, as well as changes in the organization of the text as a communicative product of the considered form of communication.

The global nature of CMC has brought new forms of multiparty interactions, such as anonymous chatgroups involving participants of various backgrounds, social status etc. It is of interest to further study the general trends of language changes specific to various genres in the situation of CMC and to define the features, which are universal or unique to individual languages.

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ВАРЫЯНТНАСЦЬ І НОРМА Ў СІСТЭМЕ СУБСТАНТЫЎНАГА ЛІКУ

Варыянтнасць як тыпалагічная рыса любой мовы адлюстроўвае ўзаемаўплыў дзвюх тэндэнцый моўнага развіцця – імкнення да стабільнасці і эвалюцыі, змянення, удасканалення. Сутыкненне гэтых рознанакіраваных працэсаў і ёсць крыніца творчай сілы мовы. Дыялектыка развіцця мовы заключаецца ў тым, што ў кожны канкрэтны гістарычны момант яна з'яўляецца як стабільнай сістэмай, так і суб'ектам бесперарыўнай эвалюцыі. Гэта і ёсць прычына існавання прынцыпова рознага характару норм – імператыўных і дыспазіцыйных.

Праблема варыянтнасці і яе ўніфікацыі для беларускай мовы з'яўляецца вельмі актуальнай і шмат у чым спецыфічнай. Функцыянаванне ў білінгвальных абставінах, гістарычна абумоўленае існаванне цягам працяглага часу паза межамі кадыфікацыі, сацыяльна абмежаваная сфера прымянення, адчувальная пурыстычная тэндэнцыя, імкненне абмежаваць рускамоўны ўплыў, палемічнасць рэкамендацыйных норм у грамадстве, розная (часам палярная) ацэнка моўных з'яў, сацыялінгвістычная аснова працягласці перыяду дынамічнага вар'іравання – усё гэта непасрэдна або апасродкавана садзейнічае шырокай варыянтнасці на ўсіх узроўнях сучаснай беларускай мовы.

У сістэме субстантыўнага ліку варыянтнасць выяўляецца ў семантычна адназначным функцыянаванні намінацыйна тоесных форм ліку, якія не ўтвараюць карэляцыі. І калі ў дачыненні да адзіночналікавых назоўнікаў у сучаснай мове даследчыкі адзначаюць тэндэнцыю "руйнавання" іх межаў, то множналікавыя субстантывы, як правіла, маюць лексікаграфічную атрыбуцыю свайго марфалагічнага статусу. Аднак, як паказвае аналіз беларускіх слоўнікаў (Тлумачальны слоўнік беларускай мовы ў 5 т. – далей ТСБМ, Беларуска-рускі слоўнік 2012 г. – далей БРС, Граматычны слоўнік назоўніка – далей ГСН), на колькасную рэпрэзентацыю ў лексікаграфіі назоўнікаў pluralia tantum уплывае (сярод іншых) і такі фактар, як ступень плюралізацыі.