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LINGUISTIC PICTURE OF THE POSTS ON THE GROUP "VANLIFE" PLACED ON THE SOCIAL PLATFORM "FACEBOOK"

The aim of the article is a qualitative and quantitative analysis of posts in the "Vanlife" group on "Facebook". The study will show elements of online discourse, decide the impact of web content on recipients and detail the most common phrases. A division of posts was also created, due to their intentions of transmission.

Key words: language, internet, post, community, analysis.

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ЛІНГВІСТИЧНА КАРТИНКА ПОСТІВ В ГРУПІ «ВАНЛАЙФ», ЯКА РОЗМІЩЕНА НА СОЦІАЛЬНІЙ ПЛАТФОРМІ «FACEBOOK»

Мета статті – якісний і кількісний аналіз постів в групі Vanlife в Facebook. Дослідження покаже елементи онлайн-дискурсу, визначить вплив веб-контенту на реципієнтів та деталізує найпоширеніші фрази. Також було створено поділ посад, в силу їх намірів переведення.

Ключові слова: мова, інтернет, пост, спільнота, аналіз.

Introduction

Social media has become an essential element in creating teams of people with similar interests. An example of such a phenomenon is the "Vanlife" group on social platform „Facebook". The group has many linguistic traces, interesting to study. The aim of this work is a qualitative and quantitative analysis of posts from the above-mentioned group. The study is important because this will show elements of online discourse, its dependencies, the intentions of senders/recipients among existing posts. The work, through analysis, will try to answer what communication in the Internet space looks like and whether the language on the Internet is filled with colloquial elements and profanity.

1. Language on the Internet – characteristics, functions, elements

Internet discourse is embedded in virtual realities. It is characterized by elements and phenomena of a linguistic or communicative nature. Elements of the following fields are present in the Internet space: sociology, cultural studies, film studies, psychology, proxemics (Kita, 2016, p. 111). It is also worth mentioning the pedagogical potential of social platform (Русаков С., 2014). Language on the Internet depends strongly on where it occurs, that is, whether it is used in a forum, blog, specialist website aimed at a specific thing. The analyzed area of research in this work concerns the characteristics of posts on the "Facebook" platform, which is why the discussed discourse will concern this place.

The Internet is a multimodal area, so the language and communication used also have traces of multimodality. The elements of multimodality occurring in the Internet space are:

- interactivity, thanks to which users can have a real impact on the appearance of the group by leaving comments, adding posts, photos of video materials (Pędzisz, 2017, p. 116);

- hypertext elements, thanks to which the user can quickly and easily move around the structure of a given group or page (there, p.116);

- multimodality, i.e., the presence of photos, video materials, audio, logotypes, the key role of colors (there, p.116).

Language on the Internet with the help of the above elements creates a communication structure for Internet users. One of the basic functions of this discourse is the original purpose of any language, that is, the communicative essence. Other features include:

-entertainment - supplying entertainment,

-informational - provision of information.

Internet Discourse, the above functions perform alternately, often combining entertainment with information.

Language on the Internet often has surprising forms and elements. It is characterized by the economy of its speech (Panek, 2016, p.5). Content posted by broadcasters often has a clear and specific message without unnecessary embellishments. In addition, punctuation marks and Polish characters are omitted (there, p.5). The next feature is the presence of emoticons and abbreviations. These are conventional arrangements of signs, letters, which together describe a given emotion, object, situation. Popular emoticons consisting of letters and punctuation include: :), ;) :D, *, <3 :P. Abbreviations include, among others: "U" (You), "si ju" (see you), "rili" (really). The presence of emoticons or abbreviations is associated with the economy of the message. The language of the Internet is also characterized by the vulgarity of messages. Verbal words considered offensive express emotions, resentment or are a description of a specific situation. It is also worth noting that all communication is very dynamic. Internet users, when shaping the language layer, use the phenomenon of reduction, substitution, or contamination (there, p.6). Elements of online discourse include multiple uses of punctuation marks and letters, disturbances in the use of capital letters, any spelling errors, word games (there, p.7). Instead of exclamation marks, Internet users use capital letters throughout the message.

In summary, this discourse is significantly different from other varieties and has its own distinctive elements. This language is constantly created by Internet users, and they create it.

1.1. Communication in the Internet space

Communication in the Internet space is distinguished by the poverty of communication, strong emotional characterization, and authenticity (there, p.4). Places of communication are social networks, blogs, chats, and multiplayer online games. Internet transmission can be divided into one-sided, i.e., when the sender does not require any interaction from the recipient [Panek, 2016, p.4] and interactive, when the sender expects a response from the recipient by a comment (there, p.4). Leaving such comments, whether the publication of posts on social media is associated with time irregularity, that is, the sender and the recipient do not communicate at the same time. The exception is chats or live streaming. Internet communication is also associated with the occurrence of hypertexts that ease the transmission of information to recipients. The Internet user can quickly and easily go to other levels of information or return to earlier ones. The last element characterizing this type of communication is the possibility for the recipient to enter the dialogue at any time. The boarding school can always comment on a post, express their opinion, or log in to live chat.

2. A look at the linguistic aspect of posts

2.1. Methodology and research area

The following analysis focuses on the linguistic resonance of posts in the "Vanlife" group on the social platform "Facebook". The research method will be a qualitative and quantitative analysis, which will allow to analyze the subject of posts and make proper conclusions. A classification of posts was also created for the study. The study analyzed five hundred posts. Selected posts were placed below using screenshots. The whole analysis focuses on distinguishing elements of online discourse, deciding the reception of the post among other users of the group and specifying the words of phrases characteristic for a given group of posts. Any analysis of individual groups of posts will be performed according to the following formula:

1. defining the subject of a given group,

2. discussion of how given posts are received by the group community,

3. analysis of the language layer (characteristic words, words),

4. presenting an example of a post in the form of a screenshot and discussing it

2.2. Characteristics of the 'Vanlife' group

The "Vanlife" group is placed on the social media platform "Facebook". As of November 18,

2022, it has 76,816 members, making it a sprawling location. It has three administrators and one member as an expert. The subject matter of the group oscillates around the term valife. Vanlife is a lifestyle where a person functions every day in a bus, a bathtub having all the elements necessary to function, constantly changing the place of residence [4, electronic source]. Posts and all communication focus on just such a lifestyle. Internet users ask questions, open discussions, but also show their own achievements in this area.

2.3. Breakdown of posts

In the study, a division of posts was made due to their content, pragmatics of speech and multimodal elements. Four groups were distinguished:

-group of questioning posts – users consult with others their private dilemmas, seek help, advice, number of posts: 120

-a group of posts informing / describing a specific situation - Internet users show their achievements, achievements, or simply convey interesting content, number of posts: 164

-a group of posts having a photo / video material in their message – posts are enriched with a photo or video material, number of posts: 162

-group of advertising posts – posts advertising a given product or service, number of posts: fifty-four.

2.4. Questioning posts

The number of posts in this group is 120. Posts from this group focus on questions. Internet users are looking for tips, tips on the "Vanlife" lifestyle. A key role here is the sphere of comments because it is there that other users can answer the question in the form of a comment. Questions can be divided according to their subject matter. There are inquiries about technical matters of vehicles, cosmetics, food, emotions, dilemmas.

The group's community mostly accepts questioning posts and is happy to respond to the interested party in a particular situation. The number of "like" reactions under this type of posts is small, while the number of comments is higher, which is more important in the case of questioning posts.

Internet users answer questions, but also quote their own stories related to an analogous situation.

Colloquial language is most often used. Internet users, using the discourse of everyday life, intertwine it with emoticons, and sometimes also with elements of vulgarity. Most often there were phrases of a questioning nature: what? Where? How? When? How? Why? Other phrases, also often occurring, included all expressions describing the emotional state of the sender: enough, how it happened, massacre, horror, tragedy.

The post (see Figure 1) has a positive overtone. The beginning is a greeting with an exclamation. The remaining content refers to the question of your favorite "pickup". Fasting has elements of colloquial language. The structure itself is quite simple and short, so that the recipient will easily and quickly focus on the question. The number of "likes" is small (6), but the number of comments left (37) gives a good chance of finding the right answer by the sender.

2.5. Posts informing/describing a specific situation

This group is characterized by the greatest freedom among users. The number of posts in this group is 164. The subject matter of this category will focus on descriptive, informative elements. Users will share their unusual stories, thus sparking discussion among other members of the group. The topics discussed by users are, for example: reaching a new place (often supplemented with video material or a photo), showing what animals someone is traveling with, a description of a strange situation, a description of a car.

The reception of such posts is mostly positive. They get many "like" reactions and many comments. Thanks to this, a discussion in the sphere of comments is created. Others ask questions, express admiration, or disapproval. A certain part of the group's community looks unfavorably at informative posts and there are often vulgar and offensive comments.

As in the case of the earlier group, the dominant variety of language is colloquial discourse. The

Fig. 1 Questioning post, Source: bit.ly/3u2r2LM

multitude of profanity, colloquial words, linguistic carelessness shows very strongly the characteristic elements of language on the Internet. The most common phrases are hello! I would like to show, look, amazing. A large part of the expressions occurs in the first-person plural.

The post (see Figure 2) is exceptionally long and concise. The user very scrupulously describes the construction of the new van, noting that he makes all the objects himself. This post, in the next part, goes to the information about the purchase of a powerbank. This means the multithreading of the post, which may be associated with the lack of a specific object described. Colloquial language is present in phrases: simply, Black Friday. Fasting focuses on conveying as much information as possible.

2.6. Posts having a photo/video

In this group, multimodal elements are of immense importance: photographs and video materials. The number of posts analyzed is 162. Posts from this category can be in the form of a question, description, and advertising, but they will be enriched with a photo / video material that coherently combines with the text, forming a single whole. In each post, the multimodal element refers to the content.

The reception of posts with a photo / video material is greater, because for the recipient the whole message is clearer and more attractive.

The language layer will depend on the main subject of the post, but the expressions, words will be the same as in other groups.

The post (see Fig. 3) is short, but through the presence of a photo it gains attractiveness through a photo. Textual matter is simple and concrete and fulfills the purpose of information. The photos are taken in an amateur way, which, however, is an advantage, because the whole post is more natural. The audience appreciated the simplicity and naturalness, which led to a positive discussion about the vanlife lifestyle under the post.

2.7. Advertising Posts

The last group are advertising posts, the number of which is fifty-four. The main topic will be content advertising specific things/services. The main elements that are advertised are any items related to vanlife, mechanical services, or advertising accounts on social networks (YouTube, Instagram).
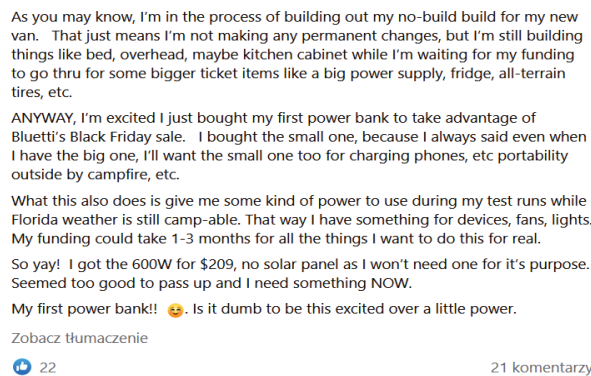

As you may know, I'm in the process of building out my no-build build for my new van. That just means I'm not making any permanent changes, but I'm still building things like bed, overhead, maybe kitchen cabinet while I'm waiting for my funding to go thru for some bigger ticket items like a big power supply, fridge, all-terrain tires, etc.

ANYWAY, I'm excited I just bought my first power bank to take advantage of Bluetti's Black Friday sale. I bought the small one, because I always said even when I have the big one, I'll want the small one too for charging phones, etc portability outside by campfire, etc.

What this also does is give me some kind of power to use during my test runs while Florida weather is still camp-able. That way I have something for devices, fans, lights. My funding could take 1-3 months for all the things I want to do this for real.

So yay! I got the 600W for $209, no solar panel as I won't need one for it's purpose. Seemed too good to pass up and I need something NOW.

My first power bank!! 😊. Is it dumb to be this excited over a little power.

Zobacz tłumaczenie

22   21 komentarzy

Fig. 2 Informative/describing post, Source: bit.ly/3u2r2LM

Made my first trip. Not quite finished but I got antsy.

Zobacz tłumaczenie

Fig. 3 Post having a photo, Source: bit.ly/3u2r2LM

The reception of such posts varies. Some posts – Ads are gaining popularity, while others have zero activity under the post. This is related to the entire creation of the advertising message, its attractiveness.

The language layer is present in all expressions from the advertising sphere. The most common phrases, phrases, words are cordially, welcome, amazing, you will gain, help, you must, buy, the best, comfort.

The post (see Figure 4.) advertises the channel on the "YouTube" platform. The content is combined in a coherent way with the graphic element, which is characterized in a persuasive way. The sender encourages other users to follow their profile. The language used in the message is a colloquial discourse.

Fig. 4 Advertising post, Source: bit.ly/3u2r2LM.

2.8. Conclusion

The analysis included five hundred posts from the "Vanlife" group. The main theme was the vanlife lifestyle and all the circumstances surrounding the concept. The statements were made in colloquial language, which had characteristic elements for internet discourse: vulgarity, stylistic incorrectness, the use of emoticons. The reception of posts among other users depends on the intent of the post. The most popular were informative posts. The reason for this was naturalness, which caused a lot of discussion in the comments section.

Summary

Communication in the Internet space has its own characteristic elements. Qualitative and quantitative analysis on the example of posts from the "Vanlife" group showed the multiplicity of phenomena in the network space. The language used there is mostly colloquial, present in vulgarity and stylistically incorrect. Each of the posts expresses a different intention of the sender: informative, interrogative, advertising and multimodal. To sum up, this content is an essential element of communication on the Internet, it supports a dialogue in a group between users.

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