
Axiological World Picture of the Virtual Language Personality in Blog-Discourse Space

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Abstract:

The article on the basis of the cognitive-discursive paradigm of linguistic studies regards the manifestation of language personality in blog-discourse space along its speech thinking process in the aspect of reflection and formation of axiological picture of the world.

Values of the language personality are analyzed in the specifics of the system of virtual communication strategies explicated in the virtual discourse.

Keywords: *axiological world picture, virtual language personality, subject, blog-discourse.*

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1. Introduction

The value is the standard that affects the behavior and perceptions of people. In recent decades we can observe the formation and the penetration of elements of the information field in all spheres of human activity. The problems of communication have become universal and influenced on the psychological and social elements of the society. Language is the basis and means of transformation in a postmodern society that implies the expansion of the scope of linguistic research. Due to the appearance of the global computer network virtual reality emerged. Virtual reality is developing under the influence of the language personality, which goes under the changes of communication process in a virtual environment, where all processes and relationships of a language personality acquire a specific character. Herring identifies three ways of linguistic investigation of the processes of online communication; they include relationship and interaction of the verbal and nonverbal means of communication, the specific of virtual communication environments, variety of features possessed by virtual communities in this environment⁵.

Blogs are considered as one of the main types of personality-oriented Internet communication. Blog as a material phenomenon of the virtual world emerged over a decade ago. Initially, it almost entirely consisted of hypertext and functioned as a selection of links with a call of the blogger to draw attention to them. Currently the number of users increased significantly, the format of the blog has changed, blogs have diversified lately. They constitute the content of such sites as LiveJournal, Facebook (500 million users). The further development, promotion and transformation of this kind of virtual discourse is projected. Blog is regarded as a network of communicative structure representing a genre of Internet discourse. The processes of development and transformation affect the identity of the blogger. In the late nineties the blogger was defined as a professional programmer, today bloggers are representatives of different age, social and professional groups. While currently, within 20 million bloggers in Runet the authors of the posts are not numerous. Most bloggers are readers, and this difference tends to increase⁶.

Blog-discourse highlighted in a special kind of discourse due to specificity of linguistic personality of the subject of the blog-discourse and uniqueness of linguistic and paralinguistical means of communication, characterized by shortness, clear design and personal coloring. Semantic space of blog-discourse is considered as communication undertaken in the context of the blogosphere. From the point of view of linguistics blog represents a new phenomenon of language on the basis of which there is a possibility of the study of discourse in cognitive and event aspect,

5 Herring, S.C. Two Variants of an Electronic Message Schema // Computer-Mediated Communication: Linguistic, social and cross-cultural perspectives, Amsterdam, 1996. p. 3.

6 URL: <http://lenta.ru/articles/2010/08/14>

seeing it as purposeful, social action, and as a component involved in the interaction of people and mechanisms of their consciousness (cognitive processes).

Language personality of the subject of the blog discourse is manifested in the process of self-representation. The feature of virtual self-presentation is the possibility of absolute control of private impression and a versatile effect on the real person. Thus, there is a new social identity, the possibility of changing identity in different directions and variations of self-presentation according to choice. Axiological world picture of the virtual language personality of blog-communicant is based on the needs that manifest themselves in the system of strategies of virtual communication. It is explicated in a special virtual discourse, due to the nature of the individuality of blog-communicants and uniqueness of linguistic and paralinguistic means of communication. Personal needs of blog-communicant form a virtual communicative environment, making it the hierarchy of values that constitute the axiological picture of the world of virtual communication environments.

Identifying the language identity of the blog discourse subject shapes the self-concept through the linguistic and paralinguistic means due to the virtual communication environment of the blogosphere. In a postmodern society on the background of the stereotype according to which the renunciation of own identity refers to a positive transition to a new one. The rapid development of virtual communication, particularly, the blogosphere's growing influence on real events, the transformation affecting the language identity of the blog discourse subject and its mentality, as the language as a means of expression in a blog, determine the relevance of its multifaceted study on the explication of linguistic identity in blog-discourse from the standpoint of cognitive linguistics.

2. Theoretical, information and practical foundations of research

Reliable identification of the peculiarities of axiological world picture is impossible without a study of normative and value concepts of culture. The values represent a basis of the cultural dimension and define the nature of the phenomena determining the cultural specificity. From the contemporary studies we can note that values are considered as the ideal goal of society, social groups or individual. They are definite points of reference in evaluating phenomena, events, and acts as the basic regulator of social behavior⁷. In the fundamental work of Maslou values are related to concepts needs and motives and are treated as equivalent elements of the motivational-requirement sphere of personality. Special attention is paid to the role of values as regulators of social behavior^{8 9}.

7 Andreeva G. M. *Social Psychology. Manual for higher educational institutions*. M. Aspect-press. 2001. – 290 p.

8 Maslou A.G. *Motivation and Personality*, St. Petersburg, Evraziya Publ., 1999, 478 p.

9 Vasilyuk F. E. *The Levels of construction experience and methods of psychological help // Questions of psychology*. 1988. No. 5. Pp. 27-38.

In the framework of linguoculturology values of world picture are regarded as intentional concepts, as they are determined by the relation to the thing (object, phenomenon, event, concept, cultural norm, etc.) characterizing this culture. "Culture as a semiotic system is a set of artifacts and realities of mental facts such as good, evil, truth, conscience, etc." Axiological installations and culture define the world-view, personal relation to the cultural components, including the mental facts, which are manifested in the form of cultural concepts¹⁰. Values of world picture form a hierarchical system where there are two groups of cultural values: artifacts that represent art and literature, science, religion, manners, customs, traditions, behaviors, ways of thinking, understanding and interpretation, stereotypes of speech behavior etc.

In aspect of our study, the different mechanisms of thinking in the cultures are the basis of the differences of axiological systems of the world picture. Significant qualities of the cultural values are the implicitness and stability of time-axis. The subject of the blog-discourse is a virtual linguistic identity, embodying a real person represented in the process of self-presentation and self-realization in blog-discourse. It is explicated in the process of language communication of virtual personalities or the subjects of the blog-communication. Communicative strategies of the language identity of the subject of the blog-discourse are built on the needs of the language identity of the subject of blog-discourse, which, in turn, formed on the basis of the axiological world picture of virtual language personality. Therefore, it is possible to express the virtual communicative behavior of language personality of the blog-discourse subject in terms of linguistic axiology and cognitive linguistics, as well as the study and generalization through analysis of blog discourse. Cognitive-discursive paradigm involves the study of language in action. The speech is considered as a purposeful, social action and as a component involved in the interaction of people and mechanisms of their consciousness (cognitive processes).

Recently a clear diversification of this phenomenon has appeared in such paradigm of Internet communications as blog. As a rule, periodically updated timeline presents the posts in reverse chronological order and offers the possibility of review. The posts locating at a short time scale contain personal images and symbols. The subject can be both large-scale events in the world, country, city and events in the family, personal and intimate life. Online diaries are divided into groups and the dominant groups among them are blogs of a personal nature. Blogs differ from other types of Internet communication for their ability to combine properties of the private and a public document.

Statement of the problem of identifying the final list of values of blog-communication is subjective and highly counterproductive due to the flexibility and variability of the axiological system of the world picture. The value can be

10 Evsyukova T. V. Dictionary of culture as a problem of cultural linguistics/ Rostov State University of Economics (RINH), Rostov-on-Don., 2001. – 256 p.

considered as a factor of socio-cultural differentiation and identity. According to S. G. Vorkachev: *"Value measurement, possessing significant for the allocation of cultural dominants in language, will hardly provide the material for their own linguistic research, because it has analyzed the specific means of expression and is not universal"*¹¹. For direct studies of the axiological world picture of communication community it is possible to relate the value of blog communications to comparable phenomena and to interpret them as norms, values, ideas, attitudes, beliefs, goals, targets, standards, expectations, views, attitudes, needs.

The basic provisions of the axiology are presented in the works of Rokeach, where the author correlates values of relations, pointing to the mandatory nature of values in contrast to the relationship that is determined by the preference¹². Rokeach believes that values are elements of the cognitive structure of the individual because they pose a lucid idea about a valuable aspect; he interprets values as the goals guiding life principles¹³. The value is a standard that affects human behavior and perceptions. The implementation of value-relations in the process of blog-communication is illustrated in the following examples:

- ✓ Yes. I Know. I like to dig deeper inside myself, I am depressed because
- ✓ of any nonsense for months, but despair is a sin and life is only one...
- ✓ Yeah, especially I'm agreeing that life is only one...
- ✓ And as for me, it is not the best way to spend it...entertaining... yes
- ✓ Well, to say nothing of the partying....
- ✓ I'm talking about joy, good moments... you should be able to notice and appreciate, about the fact that it is not necessary to dwell on the suffering¹⁴.

Presented example shows axiological attitude to life, to normal life, which is possible only with a positive attitude. Thus often presented in the blog-communication depressive mood is denied and situation expressing the need for support of self-realization by exchanging messages is shown. These relationships correspond to sociophilosophical concept of Habermas; an awareness of social actions and the meanings of the messages, the justification of moral principles and norms, the formation of moral consciousness and the ethics of discourse. Understanding is necessary for successful human interaction and it is possible only in the Blog communications discuss current trends in communication – the compression of information.

- ✓ *The play "Romeo and Juliet" was interpreted in a new way in the social network Twitter. Replicas of the actors were no longer than 140 signs. It's interesting because I was just talking with the kids on*

¹¹ Vorkachev S. G. *Methodological bases of linguoconceptology // Theoretical and applied linguistics. Vol. 3: Aspects of metacommunicative activities.* - Voronezh, 2002. - P. 6.

^{12, 13} Rokeach, Milton. *Beliefs, Attitudes and Values: A Theory of Organization and Change.* San Francisco: Jossey-Bass, 1968. – P. 160.

¹⁴ URL: oliviya.blog.ru

the set of TV show "The Smartest" about the fact that now the long piece should be published in a shorter version.

- ✓ *What do you think about the books urgently need to be rewritten?*
- ✓ *"War and peace" (four volumes) needs to be reduced to 140 signs.*
- ✓ *"War and peace" - in few words!!!*
- ✓ *For the feeble-minded it must be done.*
- ✓ *For fans of rewriting I propose V. I. Lenin. Collected works in fifty-five volumes.*
- ✓ *Although there are perverts who actually will rewrite.*
- ✓ *But in general I think rewriting the monkey work!*
- ✓ *Someone's going to work well in Russia as usual*¹⁵

This realizes the commitment to cognitive values (accumulation, preservation, processing information), the nature of which in the information age is transformed (the quality and nature of presenting information are changed, as the ways of its perception, etc.)¹⁶. The interpreter at the same time is a member of the communication and its third-party observer. In this situation, the interpreter's communicative act allocates substantial interpretation of the meaning of the message in context and seeks to achievement of axiological neutrality. However, even a message containing only facts, involves the value judgments¹⁷. Communicative acts are actions "in which the participants negotiate and co-ordinate their plans of action"¹⁸. Such "consent in everyday communicative practices may be based simultaneously on several subjects' shared propositional knowledge, on normative accordance and mutual trust"¹⁹. Below we demonstrate how to implement such personal values, personal psychological security, the need for praising and approving, the mental contact, however, is a substitution of concepts, and mental contact, and the approval, which the communicant is looking for in soulless virtual communicative environment.

- ✓ *Again Richard Bach in my life, again thoughts about eternity and changing my destiny for the best. Being happy and real. Diary is needed when you can't scream into the void. When there is no power to understand you. And problems seem less if you transfer them to the web page. You can hide in the virtual world. You can use posts to*

¹⁵ URL: <http://tikandelaki.livejournal.com/>

¹⁶ Evsyukova T. V. "Features of the explication of student slang in virtual communication" *International research journal "Advances in Modern Science and Education" № 12, 2016. – Pp. 26-30.*

show your love. To chew, grind events of a few months "TOGETHER" and "NOT TOGETHER". Maybe you could live another way? Easier... Don't look back; go forward with your head held high and faith in a happy tomorrow. Maybe you just need to notice those things that really bring joy? Maybe the truth is to love people around you? Maybe your suffering isn't needed by anyone? Huh? Maybe you just have to smile? To learn, to work, to drink from dusk until dawn. Go parting. Believe in miracles and love too, of course.

- ✓ *Actually, you say right things, although maybe sometimes it is better to suffer, to realize, to repent...it is important...)*²⁰.

Steps providing mutual understanding are based on such forms of mutual direction as complementarity driven by authority, symmetry, driven by interests, behavioral expectations, norms, rights and obligations, as well as the exchange of roles in discursive communication²¹. Blog-communication²² is represented by thematic discourse, which, however, is ironic and grotesque. Realization of the need for communication is transferred from inanimate gadget on human and, in contrary, point to the ease of such manipulations in virtual communication. In this example there is predominant value realization "authority" when any ordinary blog communicant can "play" the communication with the TV star.

According to Luhmann, the unity of communication provided "by means of operational communications recursively converted to previous and subsequent pre-emptive communication"²³. Offering a theory of symbolically generalized media of communication, Luhmann refers to them basic social values of our time – centralized political power, money, full personal freedom, scientific knowledge²⁴. The choice of preference in communication, according to Luhmann, is based on a system of values.

Hierarchical structuring of values shows a system organization according to the principle of priority. Rokeach distinguishes the instrumental and terminal values, while instrumental values are considered as a simple belief in the form of "I think this behavior is individually and socially preferable to others in all situations"²⁵. The following example clearly reflects this statement:

- ✓ *If I wish, they won't give it to me, and then I feel a strong shock. What woman wants, God wants, as for me, it is surely inscribed in Human*

²⁰ URL: <http://eternity-blog.livejournal.com/>

²¹ Habermas Y. *Moral consciousness and communicative action*. SPb., 2001. – P. 246.

²² URL: <http://tikandelaki.livejournal.com/>

²³ Luhman N. *Society as a social system / transl. from German by A. Antonovsky. M.: Logos, 2005. P. 223*

²⁴ Luhman N. *Society as a social system / transl. from German by A. Antonovsky. M.: Logos, 2005. P. 298.*

²⁵ Rokeach M. *Beliefs, Attitudes and Values*. San Francisco: Jossey-Bass, 1968. – P. 160.

Genome "and do not try to refuse Marta" - so it sometimes seems. Sincerely. Feel the heart, beyond logic. Therefore, the desires are modest, trying to want inoffensive and safe for mankind. And once again, "I have an urgent need" - this time to go to Saint Petersburg²⁶.

Terminal values possess mandatory, "I think to a certain final form of existence we should tend in a personal and social level":

- ✓ *To talk about your program is very difficult as you risk looking like a parent who is always confident in the merits of his child. But, in the case of "Infomania" we can be proud of it, because the relevance of the content of this program has convinced me in changing the course of television. We want to obtain quickly the information, used to browse news feeds via mobile, to be aware of all current events. "Infomania" is confirmed by the fact that now the information field will be shaped by those who wants to shape it and who are active, but not those who have studied to be a journalist. "Infomania" confirms that it is not necessary to be a superstar, just enough to be a good specialist to have your comment be read. "Infomania" confirms that today the merger of TV and Internet has already started²⁷.*

To terminal values Rockeach refers prosperous life full of events, world peace, equality, freedom, maturity, perfection, completeness of forces, national security, respect for people, respect from others, rescue, true friendship, common sense. As the analysis shows, the blog-communication terminal values are reflected indirectly through the instrumental means. For example, this terminal value as security will be explicated through the fragments of communication to express their own insecurity or support partner communication. Values can be considered as assumptions relating to desirable ways of behavior, which describe specific situations, contribute to the choice of adequate behavior and are organized in order of importance or as goals consciously seeking by personality.

This reveals the dynamic nature of the interrelationships between the types of values; similarities and contradictions are considered consistent and confrontational types of values. Thus, the power and success are maximally converged, as success and hedonism, hedonism and stimulation. The opposites are determination and conformity, stimulation and security, stimulation and tradition²⁸. Axiological world

²⁶ URL:<http://marta-ketro.livejournal.com/>

²⁷ URL: <http://tikandelaki.livejournal.com/>

²⁸ Babaeva A. V. *the Aesthetics in the everyday world // aesthetic interparadigmatic space: prospects for the new century: Materials of scientific conference. Series "Symposium". — Vol. 16. — SPb.: Saint-Petersburg philosophical society, 2001. - Pp. 13-15.*

picture of the virtual language personality of blog-communication is based on the needs that manifest themselves in the system of strategies of virtual communication. It is explicated in a special virtual discourse, due to the nature of the individual blog-communicants and unique linguistic and paralinguistic means of communication.

Rokeach's classification of values fully reflects the axiological picture of the social world functioning in modern discourse. However, the phenomena occurring in communicative space in recent decades, suggests that the virtual communication environment has a strong tendency to demonstrate specific axiological picture of the world. The participants of the blog-communication satisfy their needs demonstrating an excellent hierarchy of values in virtual linguistic communicative environment (Figure). This virtual value picture of the world, in turn, requires a blog-communicant use of specific communication strategies to meet their needs.

Personal needs of blog communicant form a virtual communicative environment, making it the hierarchy of values that constitute the axiological picture of the world of virtual communication environments, which are implemented by means of communicative strategies of blog-communication, shown by specific linguistic and paralinguistic means. The needs of the individual blog communicant consist of needs for identity, self-presentation, self-realization, the formation of self-concept in virtual communicative environment. To implement these needs formed the virtual communicative environment, which, being to a certain extent given by the participants of the blog-communication has an impact on the ways of realization of their needs. A virtual communicative environment specifies the value picture of the world, where the hierarchy of values is based on the characteristics of the environment and the specific needs blog-communicants

Subjective axiological picture of the world of the blog-communication is represented by complex of values, implementing both the basic need of self-presentation and shaping of virtual self-concept and compensatory fulfillment. As the analysis of blog discourse shows, those are the following values: dominance, hedonism, safety and security, freedom of expression, specialized knowledge, material gain, the freedom of self, construction of the desired personality.

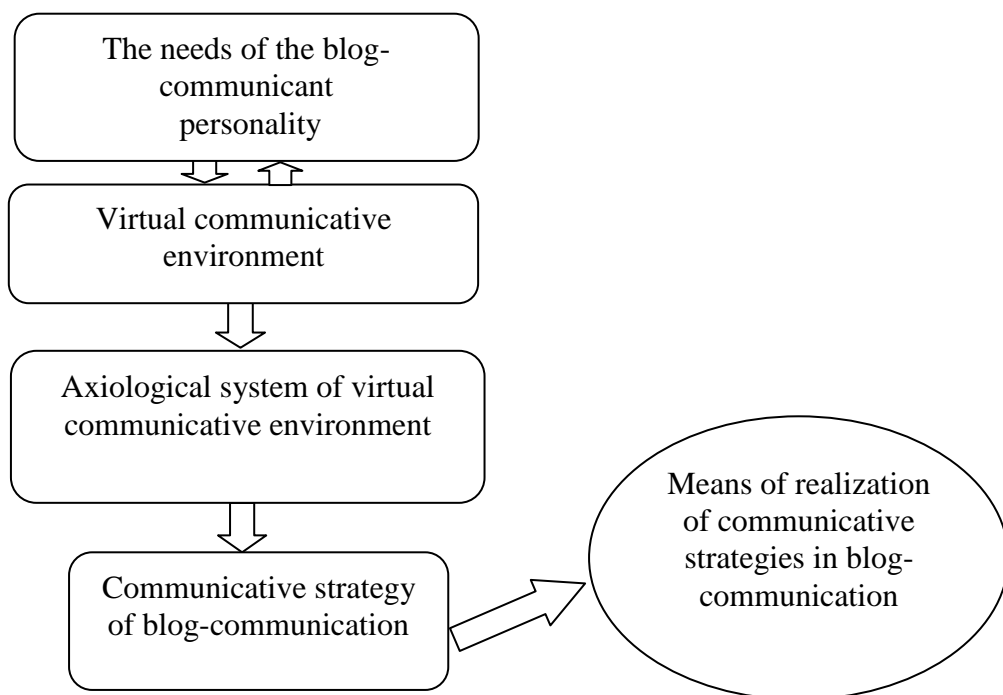


Figure 1. Explication of the axiological world picture of the blog-communicant

Comparison of the axiological hierarchy of the real-world picture to a language personality's system of values of the virtual linguistic identity (the subject of the blog-discourse) shows the prevalence of values possessing the compensatory character in the axiological picture of the world of the blog discourse subject. The hierarchy of axiological picture of the world of blog-communicants can be illustrated with an example;

- ✓ *But, I know what I want to have in life, but knowledge of the fact, that I don't have it by the age of 29, just kills me. I want to have a family, a husband, children, and all it in love and mutual respect. And I don't have it. I have few friends, and because of the fact that I don't have what I want my character becomes worse, as I see it in other families I start to envy and feel self-pity. And I don't understand why I should live, if I can't achieve this. I think that I won't achieve it, because by 29 years I had not had serious relationships with men, they don't look at me, and I don't know how to attract their attention. And my mood does not add me attractiveness. I am constantly at the mercy of these thoughts and don't know how to get rid of them.*
- ✓ *Throughout the world there is no person like me. There are people similar to me, but no one is exactly the same as I am. Therefore, everything that comes from me is authentically mine because I chose it.*

- ✓ *I own everything about my body including every action it does; my mind, including all my thoughts and plans; my eyes, including all the images they can see; my feelings, whatever they were — anxiety, pleasure, stress, love, anger, joy; my mouth and all the words it could say, — polite, sweet or rough, correct or incorrect; my voice, loud or quiet; all my actions, referred to other people or to myself.*
- ✓ *I own all my fantasies, my dreams, all my hopes and my fears. I own all my victories and successes. All my losses and mistakes²⁹.*

3. Conclusion

The axiological picture of the world of the blog-communication subjects is created by a set of values implementing the need of self-presentation, the shaping of virtual self-concept and compensatory self-presentation. The analysis of blog discourse corpus indicates the following values: dominance; hedonism; safety and security; freedom of expression; specialized knowledge; material gain; the self-presentation in infinite space; the design of the wished identity. Axiological picture of the world of the virtual language personality of blog-discourse subject in a virtual reality is flexible and changeable, based on different cultures and a hierarchy of values and needs manifested in a system of strategies of virtual communication.

Generally, values are treated as assumptions relating to desirable ways of behavior, which describe specific situations, contribute to the choice of adequate behavior and are organized in order of importance or as the goals, which personality consciously seeks. Language personality of the blog discourse subject demonstrates the prevalence values of compensatory character in comparison to real linguistic personality. The latest one is explicated in the virtual discourse, forming a special kind of discourse, due to the specifics of the individuality of blog-communicants and unique linguistic and paralinguistic means of communication.

Values relate to concepts of needs and motives and are treated as equivalent elements of the motivational-requirement sphere of personality. The need for self-presentation, shaping of virtual self-concept, and compensatory self-realization determines the value picture of the world, the subjects of blog discourse. The prevalent values are dominance, hedonism, safety and security, freedom of expression, specialized knowledge, material gain, the self in infinite space, the design of the desired personality. In the process of blog communication can be implemented such personal values as personal psychological security, the need for praise and approval, the mental contact, however, is a substitution of concepts and mental contact.

²⁹ URL: <http://cashblog.ru/pochemu-voznikaet-neudovletvorennost-zhiznyu.html#more-33>

The needs of the individual blog communicant consist of needs for identity, self-presentation, self-realization, the formation of self-concept in virtual communicative environment. For the implement of these needs the virtual communicative environment is formed. Being to a certain extent given by the participants of the blog-communication has an impact on the ways of realization of their needs. A virtual communicative environment specifies the value picture of the world, where the hierarchy of values is based on the characteristics of the environment and the specific needs of blog-communicants.

Comparison of the axiological hierarchy of real language personality to the system of values of the virtual language personality of the blog-discourse subject shows the prevalence of values of compensatory character in the axiological picture of the world of the blog-discourse subject. The main characteristic is unlimited in language, dialogue, expressed authorization absence of restrictions of space and time, equal to the status of communicants. The analysis of the strategies possessed by language personality of the blog-discourse subject revealed the following universal values of the blog-sphere: the infamy and loneliness, the exaltation of personal abilities and talents, self-expression, the opposition of the virtual world in the blogosphere to negatively nominated real world, the intention to manipulate the communication partners, preferences in blog-sphere communication. The indication of the vulnerability of the blog communicant personality needs include needs of self-identification, self-presentation, self-realization, the formation of self-concept in virtual communicative environment and the realization of the axiological picture of the world of virtual language personality.

In the process of blog-communication virtual language personality implements requirements reflecting personal values such as personal psychological security, the need for praise and approval, the mental contact. Thus, there is some substitution of concepts and psychological security, which the blog-communicant is trying to achieve. It is possible to observe the ease of manipulation within the transfer of a realization of the need to communication with a person on an inanimate gadget. The changes of consciousness influenced by virtual reality are profound, that allow us to speak about a mutation of consciousness and transformation at language personality in a virtual environment, such as reduction of reality perception, fragmentation of the world picture, the dependence on the virtual environment, the disadaptation in society, the loss of communication skills in the real world.

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