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LANGUAGE GAME APPLICATION IN PSYCHOLOGICAL INTERNET-DISOURSE

Linguistic instruments, which serve people for making communication more productive, were always in demand. Nowadays, due to the rapid development of information technologies, the investigation of internet-discourse features is becoming more and more actual. In this article some examples of language game application by some psychologists, who have their blogs online, are outlined.

The concept “language game” was first developed by a philosopher Ludwig Wittgenstein. In his work *Philosophical investigations* (1953), he suggested that the core idea of this notion laid upon the desire to make the language people use more versatile, eloquent, and target-oriented; and in the fact that the word means nothing itself unless it is used in a language [7, p.p. 4-9]. That is, the each word people use has its pragmatic function.

The objective of this article is to investigate the purposes of using language game in psychological internet-discourse. The examples of the mentioned above language game instruments are taken from some publications, made by professional psychologists in their instagram blogs.

In the present article, we focus on the specific, typical for communication online language game instruments, listed by V. Vasilchenko. These instruments are the following: capitalizing some words or word parts, using graphic elements, numbers, mathematical symbols, etc. [1].

Capitalizing word and/or word parts is a strategy, widely used in internet-discourse, mainly with the objective to highlight or emphasize the most important key

information. A reader pays more attention on the information which looks different, subconsciously, and consequently, the capitalized words are read louder in comparison with the other words in a text fragment. This specific feature of capitalizing helps psychologists to transmit the intended intonation of the message and to attract attention not only to the specific sentence, but to the message in general, to make it noticed by the “news feed scrollers” (people who open news feed and scroll it fast, in order to entertain). Some examples are as follows: “*I liked you BEFORE you found out about all this*”; “*You WILL be misunderstood*” [3]; “*You can be in a healthy relationship with others AND take care of yourself*” [5]; “*I STILL can’t believe I’m a mom*” [6]; “*A N X I E T Y at night is the worst right?*” [2].

In some publications, made by psychologists, there were observed words and phrases enclosed in curly brackets, for example: “*{This post was inspired by @yasminecheyenne}*” [5]. In this case, this method serves to provide the readers with some extra information. Moreover, such technic can be applied in order to amplify the importance of some information, for example: *{People-pleasing is not kindness.}* [5]. For the same purpose, some psychologists enclose words or phrases in asterisks: “*Pay *serious* attention to...*” [5]; “*...who I *am**” [4].

The usage of numbers was observed to be used in authors’ metaphorical expressions, such as: “*You are allowed to do a 180° transition.*” [4]; “*I’m trying to soak up every minute with my wild boy before baby #2 gets here!*”; “*When we pursue 50/50 in our relationships ...*” [6]; “*Are you keeping it 100?*” [2].

Mathematical symbols, “+” in particular are applied, with the purpose to make the message more live, informal, colloquial: “*Maybe your siblings chime in + it’s a family affair*”; “*Be present + listen without projecting your own feelings*” [3].

The utilization in the publication of such graphical symbols as the “at” sign and hash tag has the traditional (for the internet discourse) objective which is to provide references: “*So grateful for amazing team at @orionbooks...*” [3]; “*Do the work #selfhealers*” [3]; “*... share an image to your feed and use #psychedmommy or*

tag *@psychedmommy* in your post...”[6]. Moreover, hash tags are used before phrases, consisting of the key words, written without space. This technique advances the searching ability of a publication. The examples are the following: *#nedranuggets* [5]; *#selflovecoach*, *#overthinking*, *#feelyouremotions*, *#achieveyourgoals* [2].

In order to exaggerate feelings of surprise, excitement, shock and to transmit this intonation, multiplied exclamation and question marks are used: “*Today is my book day!!!*” [3]; “*Where does it come from???*”; and moreover, multiplying some letters serve for the same purpose: “*Ughhh who can relate?*”; “*Ahhhhhhhhh.....*” [2].

As we can observe from the examples given above, language game application is an integral and inevitable part of psychological internet-discourse, because language game instruments and variations realize such communicative goals as managing emotions (using the instruments which transmit the intended intonation, engaging the audience), creating the atmosphere of trust by means of informal communication style, emphasizing the key information, and all together fulfilling the most important objective – receiving better understanding by the readers.

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