

FORMALITY CRITERIA IN DIGITAL DISCOURSE: WEB LINGUISTIC AND MULTIMODAL APPROACHES

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SCIENTIFIC NOVELTY

The scientific novelty of this study lies in the integration of web linguistic and multimodal approaches to analyze digital discourse. Unlike previous studies that primarily focused on textual communication, this research investigates the interaction between linguistic, visual, and interactive components in digital environments. Furthermore, the study proposes a framework for evaluating formality and communicative effectiveness in multimodal online communication.

RESEARCH OBJECT

The object of the research is digital discourse functioning within web-based communication platforms.

RESEARCH SUBJECT

The subject of the research consists of linguistic, visual, audio, and interactive elements that contribute to meaning-making in digital communication.

RESEARCH HYPOTHESIS

It is hypothesized that digital discourse cannot be adequately analyzed through linguistic structures alone. The integration of multimodal resources significantly influences communicative effectiveness, interpretation, and user engagement in online environments.

THEORETICAL FRAMEWORK

The research is based on:

- Digital discourse theory (Herring, 2013);
- Internet linguistics (Crystal, 2011);
- Multimodal discourse theory (Kress & van Leeuwen, 2006);
- Genre and multimodal analysis (Bateman, 2008);
- Pragmatic and sociocultural approaches to communication (Van Dijk, 2008).

DATA COLLECTION

The research corpus consists of:

- 100 social media posts;
- 50 professional LinkedIn publications;
- 50 blog entries;
- 50 electronic mail samples;
- 50 multimedia web pages.

The data were selected through purposive sampling based on communicative purpose and platform characteristics.

RESULTS

The analysis identified four dominant multimodal components:

Table 1. Components of Digital Multimodal Communication

Component	Function	Example
Linguistic	Verbal meaning construction	Text posts, comments



Component	Function	Example
Visual	Supporting and enhancing meaning	Images, emojis, infographics
Audio	Emotional and contextual cues	Voice messages, podcasts
Interactive	User engagement	Hyperlinks, reactions, shares

The findings indicate that multimodal resources increase user comprehension and engagement by approximately enhancing communicative efficiency compared to text-only communication.

DISCUSSION

The results demonstrate that web linguistics and multimodal analysis complement one another in explaining digital communication. While web linguistics focuses on language use and discourse structures, multimodal analysis reveals how various semiotic resources interact to create meaning.

The research further confirms that digital discourse is inherently multimodal and cannot be fully understood without considering visual, auditory, and interactive dimensions. This supports the theoretical assumptions proposed by Kress and van Leeuwen (2006) and extends their application to contemporary digital environments.

CONCLUSION

Web linguistics and multimodal analysis have become indispensable tools for investigating digital discourse. The integration of linguistic and multimodal approaches provides a more comprehensive understanding of communication practices in online environments. Future research should focus on artificial intelligence-mediated communication, virtual reality discourse, and emerging multimodal technologies.

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