

**TRANSFORMATION OF THE SPEECH GENRE “CONGRATULATIONS” IN THE
CONTEXT OF DIGITAL COMMUNICATION****Sabina Yusufovna Yuldasheva**

Department of Russian Language and Literature

Kokand State University

Kokand, Uzbekistan

yuldashevasabina18@gmail.com

Abstract: The rapid development of digital technologies has significantly transformed contemporary communication practices and influenced the functioning of traditional speech genres. One of the most widespread genres in modern communication is the speech genre of congratulations. Digital platforms, including social networks and instant messaging applications, have changed the structure, linguistic features, and communicative functions of congratulatory messages. The present study examines the transformation of the speech genre “Congratulations” in the context of digital communication. The research focuses on the communicative characteristics, structural features, and sociolinguistic factors influencing congratulatory discourse in online environments. The findings demonstrate that digital communication promotes brevity, standardization, multimodality, and increased use of visual elements while preserving the social function of maintaining interpersonal relationships.

Keywords: speech genre, congratulations, digital communication, internet discourse, communicative strategies, sociolinguistics, speech etiquette.

The twenty-first century has witnessed an unprecedented expansion of digital communication technologies that have fundamentally transformed the ways individuals interact, exchange information, and maintain social relationships. The rapid development of the Internet, social networking platforms, mobile applications, and instant messaging services has created a new communicative environment characterized by immediacy, accessibility, and multimodality. These technological changes have influenced not only communication practices but also linguistic behavior, resulting in the emergence of new forms of discourse and the transformation of traditional speech genres.

Within contemporary linguistics, the concept of speech genres occupies a central position in the study of communication. Since the pioneering works of Mikhail Bakhtin, speech genres have been understood as relatively stable types of utterances shaped by recurring communicative situations and social practices. Every sphere of human activity develops its own set of speech genres that reflect specific communicative goals, social norms, and cultural traditions. As communication environments evolve, speech genres also undergo transformation while preserving their essential communicative functions.

One of the most socially significant speech genres is congratulations. Congratulatory communication plays an important role in maintaining interpersonal relationships, expressing positive emotions, demonstrating respect, and reinforcing social solidarity. Congratulations accompany numerous events in personal and public life, including birthdays, anniversaries, weddings, professional achievements, national holidays, and religious celebrations. Through



congratulatory messages, speakers not only convey good wishes but also affirm social bonds and express membership in particular communities.

Traditionally, congratulatory discourse was realized through face-to-face interaction, handwritten letters, greeting cards, and telephone conversations. These forms of communication allowed speakers to employ a wide range of verbal and non-verbal resources, including intonation, gestures, facial expressions, and personalized linguistic choices. The emergence of digital communication has significantly altered these communicative conditions. Today, congratulations are increasingly transmitted through social networking sites, messaging applications, online greeting cards, multimedia content, and other digital channels.

Digital communication introduces several features that distinguish it from traditional forms of interaction. First, it encourages brevity and efficiency due to the rapid pace of information exchange. Second, it facilitates multimodal communication through the integration of text, images, videos, audio recordings, emojis, stickers, and animated content. Third, digital platforms enable communication with large audiences simultaneously, expanding the social reach of congratulatory messages. Finally, digital communication contributes to the standardization of linguistic practices through the widespread circulation of templates, copied messages, and ready-made greetings.

These developments raise important questions regarding the evolution of the speech genre of congratulations in the digital age. While the communicative purpose of congratulations remains relatively stable, their structure, linguistic form, communicative strategies, and sociocultural functions appear to be undergoing significant transformation. Understanding these changes is essential for the study of contemporary speech etiquette, discourse practices, and sociolinguistic processes.

The relevance of the present research is determined by the growing role of digital communication in everyday life and the necessity of examining its impact on traditional speech genres. Despite the increasing attention paid to internet-mediated communication, the transformation of congratulatory discourse remains insufficiently explored, particularly from the perspective of speech genre theory and sociolinguistics.

The objective of this study is to investigate the transformation of the speech genre "Congratulations" in digital communication and to identify the linguistic, communicative, and sociolinguistic factors that shape its contemporary realization. Special attention is paid to communicative strategies, multimodal resources, platform-specific characteristics, and the influence of social variables on congratulatory discourse.

The study seeks to answer the following research questions:

1. What structural changes characterize congratulatory messages in digital communication?
2. Which communicative strategies are most frequently employed in online congratulations?
3. How do digital technologies influence the linguistic realization of congratulatory discourse?
4. What role do multimodal elements play in the expression of congratulations?
5. How do age, social distance, and communication platforms affect the form and content of congratulatory messages?



Addressing these questions contributes to a deeper understanding of the relationship between language, technology, and social interaction in contemporary society.

The research material consists of congratulatory messages collected from social networking platforms (Instagram and Facebook) and messaging applications (Telegram and WhatsApp) between 2024 and 2026.

The study employs descriptive, sociolinguistic, and discourse-analytical methods. Particular attention is paid to the structure of messages, communicative intentions, linguistic features, and the role of digital communication tools in the realization of congratulatory discourse.

The theoretical framework is based on the theory of speech genres developed by Bakhtin (1986), as well as studies on discourse analysis, communication strategies, and internet-mediated communication.

The analysis demonstrates that the speech genre of congratulations has undergone substantial transformation in the digital environment.

One of the most significant changes concerns the reduction of textual volume. Digital congratulatory messages are generally shorter than traditional forms of congratulations. Users tend to prefer concise expressions such as “Happy Birthday!”, “Best wishes!”, or “Congratulations!” accompanied by emojis or images. This tendency reflects the accelerated pace of online communication and the preference for rapid information exchange.

Another important feature is the increasing role of multimodality. Contemporary congratulatory messages frequently combine verbal and non-verbal elements, including emojis, stickers, animated images, photographs, videos, and digital greeting cards. These elements contribute to the expression of emotions and compensate for the absence of face-to-face interaction.

The study also reveals the growing importance of standardization. Many users rely on ready-made congratulatory templates distributed through social media and messaging platforms. Such messages are characterized by formulaic language and repetitive structures. Although standardized greetings facilitate communication and save time, they may reduce the degree of personalization and perceived sincerity.

Several communicative strategies were identified in the analyzed material. The emotional-expressive strategy remains dominant and aims to convey positive emotions and goodwill toward the recipient. This strategy is realized through evaluative vocabulary, affectionate forms of address, and expressive linguistic devices.

The phatic strategy plays a significant role in digital congratulatory discourse. In many cases, the act of sending a congratulatory message serves primarily to maintain social contact rather than to transmit substantial information. This tendency is especially evident in social networks where users congratulate numerous acquaintances during holidays and personal celebrations.

The evaluative strategy is also widely represented. Congratulatory messages frequently include positive assessments of the recipient's personal qualities, achievements, and social status. Such evaluations contribute to strengthening interpersonal relationships and creating a positive



communicative atmosphere.

Sociolinguistic analysis indicates that age and social factors influence the choice of communicative strategies. Younger users demonstrate greater linguistic creativity, actively employ internet slang, abbreviations, memes, and emojis. Older users tend to preserve traditional etiquette formulas and produce more elaborate congratulatory texts.

The platform itself also affects communicative behavior. Instagram is characterized by visually oriented congratulations accompanied by photographs and stories. Telegram and WhatsApp combine textual and multimedia formats, while Facebook often contains longer congratulatory posts addressed to a wider audience.

Overall, digital communication has not eliminated the traditional functions of congratulations but has introduced new forms and communicative resources that reshape the genre.

The findings indicate that the speech genre “Congratulations” has undergone considerable transformation in the context of digital communication. The most significant changes include text reduction, increased standardization, active use of multimodal resources, and adaptation to the communicative norms of online platforms.

Despite these transformations, the fundamental social function of congratulations remains unchanged. Congratulatory messages continue to serve as an important means of expressing positive attitudes, maintaining interpersonal relationships, and reinforcing social solidarity.

Further research may focus on cross-cultural comparisons of congratulatory discourse, gender-specific communication patterns, and the impact of emerging digital technologies on the evolution of speech etiquette.

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