

SPELLING IN THE ERA OF DIGITAL TECHNOLOGY

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In the 21st century, the development of information technology and the internet has significantly changed the way people communicate. Today, a significant portion of communication takes place in a digital environment, through social media, messaging apps, email, and various online platforms. These changes have not only influenced the form of communication, but also have had an impact on language as a whole.

One of the most important components of written language is spelling, which is a system of rules for writing words. It ensures the uniformity of written language, helps to preserve linguistic norms, and makes text easier to understand. However, in the context of digital communication, new linguistic phenomena have emerged, such as abbreviations, intentional spelling changes, and the use of emojis and symbols instead of words.

Many researchers have noted that online communication has led to the development of a distinct writing style that differs from traditional literary language. This raises questions about the impact of digital technologies on spelling conventions and user literacy.

The relevance of this topic lies in the fact that digital technologies continue to develop rapidly and have become the primary medium of communication for millions of people. Studying the impact of this medium on spelling allows us to gain a better understanding of current linguistic processes.

To achieve this goal, the following tasks must be completed:

- to examine the concept of spelling and its basic principles;
- to study the features of the language of online communication;
- to analyze the impact of digital technologies on spelling literacy;
- to determine the prospects for the development of spelling in the digital era.

The object of the study is written speech in the digital environment, and the subject of the study is the features of spelling in Internet communication.

Research methods: analysis of scientific literature, observation of linguistic phenomena on the Internet, comparative analysis.

The concept of orthography

Orthography is a system of rules that govern the correct spelling of words in a language. It includes the rules for writing letters, combining and separating words, using uppercase and lowercase letters, and hyphenating words.

Orthography plays an important role in written communication. It makes written language understandable and uniform for all language speakers. Without orthographic rules, written communication could become chaotic and difficult to comprehend.

Orthographic norms are formed historically and are established in dictionaries, grammars, and official language rules. They reflect the development of the language and its specific features.

Basic principles of Russian spelling

Russian spelling is based on several principles.



The morphological principle

This principle preserves the same spelling of morphemes regardless of their pronunciation. For example, the root is written the same in the words "water" and "waters", although they are pronounced differently.

The phonetic principle

According to this principle, the spelling of a word corresponds to its pronunciation. Some spelling rules are based on the phonetic principle.

Historical principle

Some spellings are retained in the language by tradition, even if they do not correspond to the modern pronunciation.

The differentiating principle

This principle helps to distinguish between words that sound the same but have different meanings. All of these principles ensure the stability and clarity of written language.

The Role of Spelling in Written Communication

Spelling performs important functions in written language.

Firstly, it contributes to the preservation of the unity of the language. Thanks to the unified rules, people from different regions can understand written texts without any difficulties.

Secondly, literacy is an indicator of a person's level of education and culture.

Thirdly, adherence to spelling rules is particularly important in scientific, official, and educational texts.

However, in informal communication, especially on the internet, users often disregard strict spelling rules.

The Internet as a New Language Environment

The Internet has created a unique communication environment in which written language has become the primary form of communication. Unlike traditional writing, Internet messages are typically created quickly and are designed for instant information exchange.

Digital communication is characterized by the following features:

- high speed of communication;
- informal style;
- brevity of messages;
- use of new linguistic means.

These features have led to the formation of a special Internet language.

Reducing and simplifying online communication

One of the characteristics of Internet communication is abbreviations. Users tend to write faster, so they shorten words and expressions.

For example:

- sps - thank you
- pzh - please



- lol - expression of laughter

- ok – agreement

The spelling of words is also often simplified: letters are skipped, and the rules for capitalization and punctuation are ignored.

Using emojis, symbols, and transliteration

Another feature of online communication is the use of emojis. They help to convey emotions and moods that are difficult to express with just text.

In addition, users often use symbols or numbers instead of words.

Transliteration is also a common phenomenon. It involves writing words of one language using the letters of another alphabet.

The positive impact of technology

Despite the common belief that the internet has a negative impact on literacy, digital technologies also have positive aspects.

Modern text editors are equipped with automatic spell-checking features. They help users detect and correct errors.

Additionally, there are online dictionaries and educational platforms that allow you to quickly check the spelling of a word.

The negative impact of Internet communication

On the other hand, the constant use of simplified writing can lead to a decrease in literacy levels. Many users become accustomed to writing without following spelling rules.

This is especially true for teenagers and young adults, for whom the internet is their primary means of communication.

Additionally, frequent use of abbreviations and slang can gradually influence writing habits.

Prospects for the development of spelling in the digital era

Most linguists believe that the Internet does not destroy spelling, but rather creates new forms of communication.

The literary language continues to exist in scientific, official, and educational texts. At the same time, the internet language serves as an informal communication tool.

In the future, spelling is likely to evolve alongside technology, adapting to new communication environments.

Conclusion

Based on the research conducted, it can be concluded that digital technologies have a significant impact on written language and spelling.

Internet communication is characterized by the use of abbreviations, emojis, and an informal writing style. These features create a new type of written language that differs from traditional norms.



However, digital technologies not only simplify language, but also provide new opportunities for improving literacy. Automatic spell-checking, online dictionaries, and educational resources help users improve their writing skills.

Thus, spelling in the digital age continues to evolve and adapt to new communication environments.

List of literature

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