

electronic dictionaries because of their convenience and quick access.

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SPAM AS A KIND OF INTERNET DISCOURSE

Introduction. Discourse is a multifaceted term for a number of humanities, the subject of which directly or indirectly involves the study of language functioning. The multidimensionality of the content and forms of discourse determines the diversity of its theoretical definitions and approaches to its study.

Review of recent publications. Today, there is a great number of Ukrainian and foreign scholars who have dedicated their works to study discourse: O.O. Selivanov, A.P. Zahnitko, Zh.V. Krasnobaieva-Chorna, V.I. Karasik, M.L. Makarov, T.N. Kamenskaya, G. Schryen, M.N. Kozhyna, V.E. Cherniavska, L. Grenoble,

Z. Harris and others.

The objective of the paper is to study spam as a kind of Internet discourse phenomenon.

Results of the research. At the present stage of the discourse study development, discourse is the focus for research of many humanities, in particular, linguistics, philosophy, psychology, literary criticism, political science, ethnography, communication theory and others. However, there is still no precise definition of the concept of discourse. Scientists interpret this term in different ways on the background of certain features. According to Ye.S. Kubryakova, the term discourse means ‘a nominal cognitive process associated with the actual creation of a language, the creation of a linguistic work, where the text is the result of a process of linguistic activity which takes a definite (and fixed) form’ [4: 324]. French linguist Émile Benveniste notes that ‘discourse is a complex communicative phenomenon that also encompasses the social context, which includes an idea of both the communication participants and the processes of creation and perception of the message. In the broad sense of the word, discourse is a complex unity of linguistic form, meaning, and action that can be characterized by a communicative event or communicative act. The advantage of this definition is that the discourse is not limited to the specific language utterance, namely to the text’ [1: 19]. V.O. Zviahintsev believes that discourse is an elementary unit of text, that is, a complex unit, or a substantive unity, which differs at the language level and is usually implemented in the form of semantically related sentences. Zh.V. Krasnobaieva-Chorna notes that the most common definitions of discourse are the following two: 1) a unit consisting of two meaningful components – a dynamic speech process with a compulsory appeal to the social context and its outcome, which is, the text; 2) a generic term that integrates all types of language use (text, dialogue, etc.) [3: 13].

According to Zh.V. Krasnobaieva-Chorna, the problem of defining the term becomes complicated because discourse has a complex character and is the object of interdisciplinary study: in addition to traditional linguistics, discourse is researched by computer linguistics and artificial intelligence, psychology and pedagogy, philosophy and logic, anthropology and ethnology, literary studies and semiotics [3: 13].

Even if current scientific-linguistic literature can not provide clear interpretation of the term ‘discourse’, there are many works devoted to its study, and in our opinion, their number is constantly increasing. Furthermore, the rapid development of innovative technologies, on the Internet, in particular, to some extent alters traditional perceptions of discourse and its genres, which makes it possible to understand their dynamic, responsive to new social realities procedural nature more profoundly. Consequently, the development of technologies has a significant impact on the structure of the genre system of Internet communication, as well as on the communication itself within a particular genre [2: 20].

The Internet, being a high-tech and at the same time a highly dynamic communication space, is in constant progress and evolution. Accordingly, there are brand new forms of Internet communication, and previous ones are altered in one

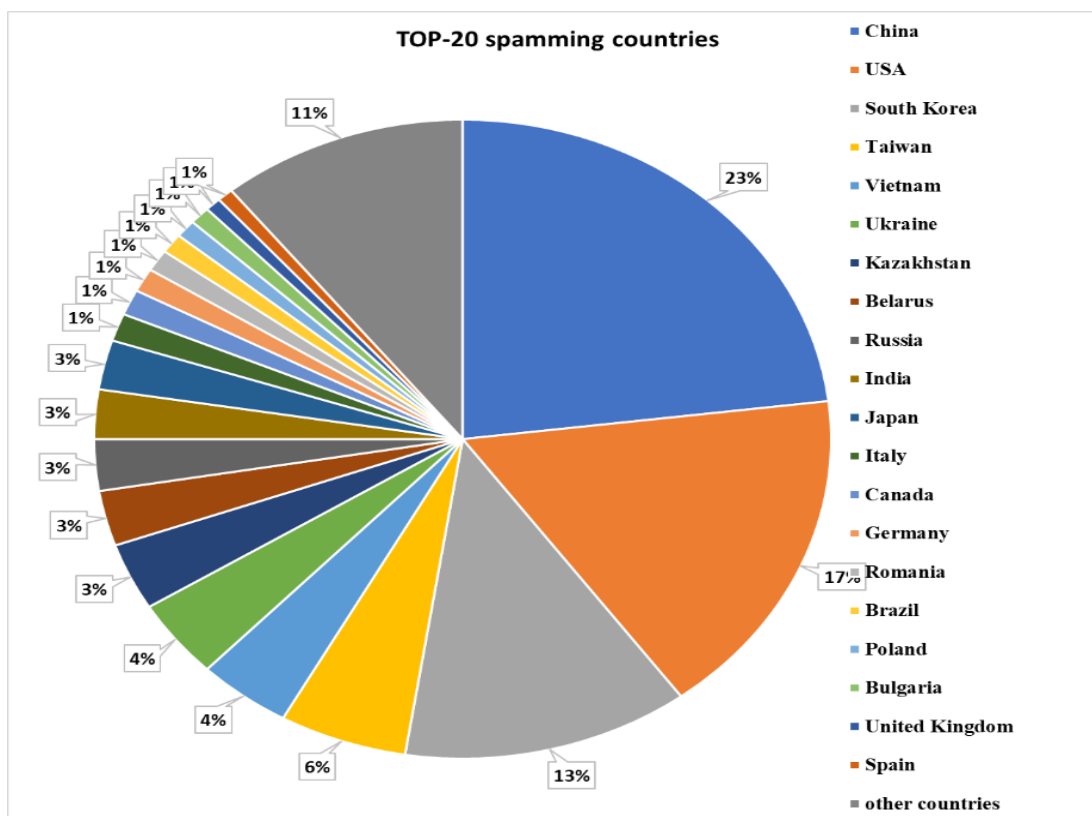
way or another [2: 20]. Consequently, spam as a kind of speech genre in Internet discourse gains its constant popularity.

Besides the above mentioned various definitions, the term ‘spam’ is also defined in the following way: *“In France, ‘Commission Nationale de l’Informatique et des Libertes (National Data Processing and Liberties Commission) refers to ‘spamming’ or ‘spam’ as the practice of sending unsolicited e-mails, in large quantities, and in some cases repeatedly, to the individuals whom the sender has no previous contact with, and whose e-mail address was gained improperly.”* [6: 6].

Despite some confusion and disagreement as to fixed definition of the given term, there is a quite widespread consideration that ‘spam’ has the following particular general features:

- Spam is an electronic message.
- Spam is unsolicited. If the recipient has agreed to accept a message, it is not a spam. However, how and when such consent is given may not be clear, especially if a relationship between the sender and the recipient has previously existed.
- Spam is sent in large quantities. It implies that the sender distributes a large number of essentially identical messages and that recipients are chosen randomly [7: 7].

“Spam is generally understood as repeatedly sent unsolicited commercial e-mails by a sender who disguises or forges his identity”. “[...] spam is also defined as unsolicited electronic messages, regardless of its contents”. This definition takes into account the features of mass e-mail [...]” [5: 7].



Numerous statistic data on different spam issues have been published by many

organizations, such as Internet Service Provider (ISP), market research companies, universities, and suppliers of security products. Most studies share the findings that spam amounts to more than 50% of all e-mails worldwide, that the majority of spam is conveyed by the hosts residing in the USA or in Asia, and that spam includes mostly commercial advertisement. It also differs in figures. According to Kaspersky Lab's data, there are TOP-20 spamming countries, where China ranks first, and Ukraine ranks sixth.

Conclusion. Spam exists all over the world and is the object of the research for a number of scientists. However, there is no exact definition of the given term. Hence, spam is an important object of research and needs further consideration.

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