

PAPER

POLITENESS EXPRESSION IN ELECTRONIC TEXTS

Umurova Feruza Pirmamat qizi^{1,*}

¹University of Economics and Pedagogy Acting Associate Professor, PhD (Philology)

* umurova@gmail.com

Abstract

This article analyzes the features of politeness expression in electronic texts. In the process of digital communication, the semantic and pragmatic functions of emojis and other paralinguistic tools are highlighted. In addition, their role in strengthening social relationships, expressing emotional states, and enhancing the effectiveness of communication is examined on a scientific basis.

Key words: electronic text, politeness, emoji, paralinguistic tools, digital communication, pragmatics, semantics, affective expression, social relations, communicative effectiveness.

Introduction

In recent years, as a result of the widespread implementation of digital technologies, the forms of communication between people have been changing significantly. In particular, written communication that occurs through the internet and various communicative platforms has formed a new linguistic environment that differs from traditional forms of speech. In this environment, the exchange of information is rapid, concise, and often informal in nature, which directly affects the use of language units, including the expression of politeness.

Politeness, as one of the important pragmatic categories of language, serves to maintain social balance between participants in communication and to express respect and positive attitudes. In

electronic texts, however, this category takes on a specific form. Alongside traditional speech etiquette units, abbreviations, emotive symbols, graphic elements, and other nonverbal components are actively used. As a result, politeness is expressed not only through linguistic means but also through the combination of various semiotic resources. In the context of electronic communication, the variability of communicative situations, the social distance between interlocutors, and the diversity of communication goals are among the main factors influencing the choice of politeness strategies. Therefore, studying this process from a pragmatic perspective makes it possible not only to identify the functional characteristics of language units but also to reveal the specific patterns of modern discourse.

Compiled on: May 5, 2026.

Copyright: ©2026 by the authors. Submitted to *Advances in Science and Education* for possible open access publication under the terms and conditions of the [Creative Commons Attribution \(CC BY\) 4.0 license](https://creativecommons.org/licenses/by/4.0/).

Materials and methods. The linguistic study of modern electronic communication and internet discourse in Western linguistics began to take shape systematically in the second half of the 20th century. As a result of the development of information and communication technologies, new functional forms of language emerged, creating the need for their scientific interpretation. The first scholarly interpretations of internet language date back to the 1980s, and the theoretical foundations in this field were mainly developed by Naomi S. Baron. [Baron N. S. *Computer-Mediated Communication as a Force in Language Change // Visible Language*. – 1984. – Vol. 18, No. 2. – P. 118–141]. In the scholar's research, computer-mediated communication is interpreted as a specific communicative phenomenon positioned between traditional written and spoken speech. She also substantiates how the socio-psychological factors of communication carried out via the internet—particularly anonymity, immediacy, and interactivity—affect language formation.

In recent years, the issue of internet discourse has begun to be studied extensively in global linguistics. Susan C. Herring developed the theory of computer-mediated communication (CMC), in which the structural and functional features of internet texts are described. David Crystal, in turn, considered internet language as an independent linguistic phenomenon and systematically characterized its lexical, grammatical, and stylistic aspects (Crystal, 2006). S. A. Tagliamonte and D. Denis empirically demonstrated that elements characteristic of spoken language are increasingly prominent in online written communication (Tagliamonte & Denis, 2008). Scholars such as J. Eisenstein and J. Grieve have focused on identifying regional and social variation in internet texts using corpus linguistics and statistical methods (Grieve et al., 2017). In Russian linguistics, the works of E. N. Galichkina, M. Bergelson, T. Yu. Vinogradova, O. V. Lutovinova, G. N. Telminov, and A. V. Belozertsev have contributed to revealing the linguocultural and pragmatic features of internet discourse (Galichkina, 2001).

As a result of these studies, it has been established that internet communication is characterized by syntactic simplification, the emergence of new expressive means such as abbreviations and emojis,

and an increasing dialogic and interactive nature of speech. At the same time, internet discourse is distinguished by multimodality, that is, the integration of text, images, audio, and video. This, in turn, requires new methodological approaches in linguistics. In recent years, the study of internet language has been developing as a distinct research direction in Uzbek linguistics. In particular, R. Khalilova's dissertation analyzes the sociocultural and pragmatic features of discourse in the virtual communicative space, revealing the adaptability of language and its connection with social factors in the internet environment. M. Madaminova, on the other hand, examines the usage of syntactic units in internet texts, demonstrating their tendency toward reduction, simplification, and expressiveness.

Moreover, the scientific articles by N. Nosirov, Sh. Shahobiddinova, B. Isroilova, S. Muhammedjonova, and K. Ahmedova address various aspects of electronic communication, including internet lexicon, speech etiquette, virtual identification, and communicative strategies. These studies make it possible to identify the stages of development of internet discourse in the Uzbek language, determine its national-cultural characteristics, and assess its role in the process of global communication.

Result and discussion. In general, internet discourse today represents one of the most актуальных направлений in linguistics, as it reflects not only changes within the language system but also social, cultural, and technological transformations in society. Therefore, further deepening research in this field—particularly the creation of a corpus of internet communication in the Uzbek language and the study of its pragmatic and cognitive aspects—remains one of the important scientific tasks for the future.

In electronic discourse, politeness is manifested through both linguistic and non-linguistic means. These can be classified according to the following main strategies:

First, the mitigation strategy is widely used. This strategy reduces the force of a command or request by transforming it into an indirect form. For example, instead of the imperative "Send the document," expressions such as "Please send the document" or "I kindly ask you to send the document" are used. In such cases, the imperative form is transformed into a declarative or

interrogative structure.

Second, the strategy of positive politeness is aimed at strengthening positive relations with the addressee. Such expressions acknowledge the social value of the interlocutor and create a cooperative atmosphere. Examples include phrases like “Thank you for your cooperation” or “Your opinion is important to us.” Third, the strategy of negative politeness is based on respecting the addressee’s freedom. In this strategy, the speaker formulates their request cautiously, using constructions such as “Please respond at your convenience” or “I hope I am not disturbing you.”

Fourth, the strategy of indirectness plays an important role. This involves expressing ideas indirectly to prevent communicative conflict. For instance, a question such as “Could this issue be reconsidered?” actually conveys a suggestion or request. The expression of politeness in electronic texts differs in several respects from traditional written and spoken communication. First, paralinguistic features such as intonation, facial expressions, and gestures are absent in this environment. Therefore, politeness must be conveyed primarily through linguistic means. In addition, brevity and speed are prioritized in electronic communication. As a result, politeness formulas are sometimes shortened or omitted altogether, which may lead to communicative ambiguity or misinterpretation. Graphic elements also play an important role. For example, the use of capital letters, excessive exclamation marks, or the neglect of punctuation rules can alter the tone of a message and create a negative impression.

Emojis are pictographic symbols that express emotions, moods, and attitudes. They perform the following functions:

The 😍 emoji plays a significant role as a paralinguistic tool in modern digital communication, serving to intensify and clarify emotional states expressed through text. Visually represented by “heart-shaped eyes,” this emoji is primarily used to convey positive emotional attitudes.

From a scientific perspective, the 😍 emoji performs the following semantic and pragmatic functions:

First, it expresses affective evaluation. That is, it conveys a high degree of positive attitude

from the subject toward an object—such as liking, admiration, or aesthetic pleasure. This falls within the evaluative category in communication.

Second, the emoji functions as an emotional intensifier. It strengthens the meaning of a statement, making it more expressive. For example, the simple word “good” becomes a stronger positive evaluation when 😊.

Third, it serves as a marker of interpersonal closeness. It reflects warmth, sincerity, and a reduced social distance between interlocutors. This aspect is particularly important within pragmatic linguistics.

Fourth, the 😊 emoji is often associated with aesthetic perception, expressing admiration for appearance, works of art, food, or other objects. Thus, the 😊 emoji functions in digital communication as a semantic-pragmatic unit that conveys positive эмоции, evaluation, and intensification. It not only conveys emotional states but also contributes to increasing communicative effectiveness.

The 😘 emoji is regarded in digital communication as an important paralinguistic tool expressing affective and socio-pragmatic meanings. This emoji is typically represented as a “face blowing a kiss” and conveys affection, closeness, and positive emotional attitudes.

From a scientific perspective, the 😘 emoji performs the following semantic and pragmatic functions:

First, it serves as an expression of affective closeness. That is, it reflects the speaker’s warm attitude toward the addressee—such as affection, sincerity, or romantic feelings. This aspect makes it more personal than other positive emojis.

Second, 😘 can function as a communicative mitigator. For example, when used in requests, apologies, or polite обращения, it reduces the force of the utterance and makes it more polite.

Third, it acts as an emotional signal that determines the tone of the interaction. It compensates for nonverbal cues that are difficult to convey through text, helping the message to be interpreted as sincere and warm. Fourth, the 😊 emoji has a function of strengthening social bonds. It supports and reinforces friendship, closeness, or romantic relationships, thereby enhancing social connectedness from a pragmatic

perspective.

Fifth, depending on the context, it can also function as a marker of etiquette and politeness. For example, it may be used when ending a conversation or expressing gratitude, creating a positive communicative effect. Thus, the 😊 emoji represents an important semiotic unit in digital communication that expresses affection, sincerity, and closeness, while enriching emotional expression and fulfilling socio-pragmatic functions.

The 👍 emoji is interpreted in modern digital communication as an important paralinguistic tool expressing positive evaluation and approval. Visually, it represents the gesture of a “thumbs up,” which in many cultures signifies agreement, approval, and support.

From a scientific perspective, the 👍 emoji performs the following semantic and pragmatic functions:

First, it serves as an approval marker. That is, it expresses a positive attitude and agreement toward an idea, suggestion, or action. This makes it a concise and efficient communicative unit.

Second, it functions as an evaluative unit. It conveys a positive assessment of an object or situation and often substitutes lexical items such as “good,” “great,” or “correct.”

Third, it acts as a means of communicative economy. It allows maximum meaning to be conveyed with minimal symbols. For this reason, it is widely used in rapid communication and contributes to text reduction.

Fourth, 👍 performs a discourse management function. For example, it can confirm a response, signal the end of a dialogue, or indicate a transition to the next stage of interaction.

Fifth, it is also important as a socio-pragmatic adaptation tool. In various contexts, especially in informal or semi-formal communication, it helps maintain a positive tone, reduce conflict, and strengthen mutual understanding. Thus, the 👍 emoji functions as a multifunctional semiotic unit that expresses approval, evaluation, and support, enhances communicative effectiveness, and regulates socio-pragmatic relations.

The 🙌 emoji is interpreted in modern digital communication as an important paralinguistic tool expressing positive evaluation and social support. It visually represents the act of clapping and primarily

conveys meanings of approval, recognition, and encouragement.

From a scientific perspective, the 🙌 emoji performs the following semantic and pragmatic functions:

First, it serves as an expression of recognition and applause. That is, it indicates positive evaluation and acknowledgment of another person’s action, achievement, or idea. This aspect is closely related to mechanisms of social reinforcement.

Second, 🙌 functions as an evaluative-expressive unit. It not only conveys positive evaluation but also increases the emotional intensity of that evaluation, expressing stronger approval than a simple “good.”

Third, it performs a motivational function. In communication, it can be used to encourage the interlocutor, support their activity, and inspire further success. Fourth, 🙌 acts as a socio-pragmatic signal. It contributes to strengthening social relationships within a group, creating a positive atmosphere, and expressing collective solidarity. Its role is particularly significant in group communication.

Fifth, it is also used as a discourse intensifier. It emphasizes the importance of a statement, highlights key points, and enhances communicative impact. Thus, the 🙌 emoji functions as a multifunctional semiotic unit that expresses recognition, encouragement, and positive evaluation, while also strengthening social ties and increasing communicative effectiveness.

The 🙌 emoji is interpreted in modern digital communication as an important paralinguistic tool expressing positive evaluation and social support. It visually represents the act of clapping and primarily conveys meanings of approval, recognition, and encouragement.

From a scientific perspective, the 🙌 emoji performs the following semantic and pragmatic functions:

First, it serves as an expression of recognition and applause. That is, it indicates positive evaluation and acknowledgment of another person’s action, achievement, or idea. This aspect is closely related to mechanisms of social reinforcement.

Second, 🙌 functions as an evaluative-expressive unit. It not only conveys positive evaluation but also increases the emotional intensity of that evaluation, expressing stronger approval than a

simple “good.” Third, it performs a motivational function. In communication, it can be used to encourage the interlocutor, support their activity, and inspire further success. Fourth, 🌟 acts as a socio-pragmatic signal. It contributes to strengthening social relationships within a group, creating a positive atmosphere, and expressing collective solidarity. Its role is particularly significant in group communication.

Fifth, it is also used as a discourse intensifier. It emphasizes the importance of a statement, highlights key points, and enhances communicative impact. Thus, the 🌟 emoji functions as a multifunctional semiotic unit that expresses recognition, encouragement, and positive evaluation, while also strengthening social ties and increasing communicative effectiveness.

Conclusions

The expression of politeness in electronic texts constitutes an important component of modern digital communication. Through emojis, abbreviations, and linguistic means, users express mutual respect, sincerity, and positive attitudes. In particular, emojis, as paralinguistic units, enrich the emotional diversity of speech and help reduce communicative ambiguity. As a result, they play a significant role in regulating socio-pragmatic relations and enhancing communication effectiveness.

REFERENCES

1. Baron, N. S. Computer-Mediated Communication as a Force in Language Change // *Visible Language*. – 1984. – Vol. 18, No. 2. – P. 118–141.
2. Crystal, D. *Language and the Internet*. – 2nd ed. – Cambridge: Cambridge University Press, 2006. – 272 p.
3. Tagliamonte, S. A., & Denis, D. Linguistic Ruin? LOL! Instant Messaging and Teen Language // *American Speech*. – 2008. – Vol. 83, No. 1. – P. 3–34. – <https://doi.org/10.1215/00031283-2008-001>
4. Grieve, J., Nini, A., & Guo, D. Analyzing Lexical Variation in British English Using Twitter // *International Journal of Corpus Linguistics*. – 2017. – Vol. 22, No. 3. – P. 291–324. – URL: <https://doi.org/10.1075/ijcl.22.3.02gri>
5. Galichkina, E. N. Electronic Letter as a Form of Communication // *Moscow State University Bulletin. Series 19: Linguistics and Intercultural Communication*. – 2001. – No. 4. – P. 44–51.
6. Sodiqova, Sh. B. *The Category of Respect in the Uzbek Language*. Monograph. – Tashkent: ToshShI, 2010. – 120 p.
7. Safarov, Sh., & Toirova, G. *Fundamentals of Sociopragmatic Analysis of Speech*. – Samarkand: SAMSIFL Publishing House, 2007. – 44 p.
8. *Sociopragmatic Aspects of Expressing Politeness in Literary Text*. PhD Dissertation. – Bukhara, 2025.