Review Article

THE ROLE OF THE PROPER NAMES ON THE INTERNET- COMMUNICATION

Reyhan Yusif Habibli,

PhD. "Faculty of Philology" Baku State University, Azerbaijan. venerahr@rambler.ru

Abstract
The article contains the description of a particular sphere of functioning of proper names – the system of additional nomination that is necessary for the conditions of internet-communication. Nicknames used in the Azerbaijani language chats, ways of their creation, factors determined their choice are analyzed based on the concrete examples.

Keywords: internet, nickname, nickonym, virtual anthroponym, computer name, network name, log in.

INTRODUCTION

It is known that internet is used on a regular basis in daily life. It has created a revolution all over the world in the field of exchange of ideas and information. It has become a global means of communication in everyday lives. There is no aspect of life which is not influenced by the internet and its uses.

One of the important conditions of communication is self-identification by name. Choice of an internet nickname is a more serious task than one might realize. When using e-mail, entering a forum, creating internet diary, addressing into blog owner, it is necessary to register in a system, i.e. to choose a nickname, to create name mail and to register in the internet world.

Despite widespread popularity and availability of internet-communication, its study has just begun. The sizeable base of scientific works has been compiled. These works deal with the description of internet-communication as the special environment of language functioning (N.G.Asmus, N.A.Akhrenova, M.B.Bergelson, Ye.N.Galichkina, A.Ye.Zhichkina, L.F.Kompantseva, O.V.Lutovinova, G.N.Trofimova, D.Crystal and others), with analysis of gender parameters (Ye.I.Goroshko, L.R.Diasamidze and others), with genre differentiation (Ye.G.Butorina, Ye.N.Vavilova, L.A.Kapnadze, Ye.I.Litnevskaya, K.V.Ovcharova). Some works are dedicated to studying of names in internet-communication (N.G.Asmus, O.V.Lutovinova, L.B.Samoylenko, L.L.Fyodorova, V.S.Khorikova, Yu.V.Chepel and others). Nevertheless, there is no unified approach to the study of this kind of communication and anthropological system functioning in it [1].

At present, the development of information technology causes the appearance of new substitutes for the proper names. It is a matter of nicknames or nicknames [1] – names used on the internet in computer communication. The main problem dealt with the discussion of their peculiarities is the position of new name signs in the anthropological system. "Having such main features of proper names as oneness and definiteness of nomination, reference, semantic and structural specific character net names are in the sphere of "actual anthroponymy" [2]. It is more expedient to consider nicknames to be the virtual name/virtual anthroponym. A virtual anthroponym is understood as a computer or virtual name [3] used during communication utilizing electronic means and on the internet. Virtual anthroponyms are a special form of personal names, of communicants on the virtual space. They substitute a person's name to conceal a real name and try to show a person more emancipated and independent on the internet.

Communication on the internet is essential for people whose personal communication is very little for some reasons. They use the world net as an alternative to their real environment. Nickname is considered to be the main means of self-presentation on the internet. "As the virtual world is a digital model of the real world, it is impossible to imagine anything without a name and address in the virtual world, either. At the same time, in comparison with the real-world realization of all relations by the language of unique, single figures in the virtual world doesn't allow any distortion and exception" [4].

There is a vast number of nicknames on the internet now. The main task of the different people's nicknames is the anonymity of their owners and hiding them behind the invented names in the virtual world. From this standpoint, nicknames can be considered to be modern forms of pseudonyms. There are a lot of similarities between computer names and traditional pseudonyms. All peculiarities of pseudonyms can be related to nicknames, too. A nickname can be related to pseudonyms because it substitutes a real name. The main function of pseudonyms is to hide an individual's real identity. A person can say easily by nicknames what he can't say by his name in the real world being anonymous. Nicknames are a result of individual and purposeful name creation; native speakers create them for themselves, i.e. carriers of virtual names are their authors, they try to create an original name and demonstrate their fantasy and creative potential.

The first nicks are considered to appear from Unix-system. Unix (trademarked as UNIX) is a family of multitasking, multiuser computer operating systems that derive from the original AT&T Unix, developed in the 1970s at the Bell Labs research centre by Ken Thompson, Dennis Ritchie, and others [5]. Nick was used as a login for authorization in those systems.

Nick is a shortened form of "nickname"; it is internet users' pseudonym. In the middle of the XV century, the word "nickname" was established as a variant of the Middle English noun "eke-name". Semantically both nouns described a name which is given to a person as a supposedly appropriate replacement for or addition to the proper name or a familiar or abbreviated form of a forename. Due to the development of virtual reality and the possibility of communicating via the internet, the nickname became a tool to create anonymity. It could be defined as the name users give themselves when participating in CMC. Today in a computing context, the word nickname is omnipresent, especially in computer-mediated communication. They are used in chat rooms (also known as channels), bulletin boards or social networks on platforms such as Facebook and Twitter [6]. Nicknames play an

important role in chat discourses for direct addressing; how people address one another. Nickname as a language phenomenon is a means of a person's formation and activity on the internet. It is a reflection of our virtual image, virtual "I", it is a means of drawing attention on the internet. The synonyms of nicknames are net name, nick, computer name, virtual name. Net name as a phenomenon of artificial nomination takes a special place in the onomastic system of the language. Nickname, nick, virtual name as a well-known or invented computer name, artistic image is a new phenomenon in onomastics, so its status hasn't determined yet.

Some extra linguistic factors influence users during the choice of nickname: general cultural level of the author, social position, professional activity and area of interest, age, nationality, gender identity etc. Nick has some distinctive features, and there is uniqueness within a domain, motivation for a carrier, situational for a creator among them [1]. The main condition during the choice of the virtual name is its informational content. The net name has quite a lot of features that approximate it to pseudonyms, occasional words and neologisms. The occasional character of nickname is its existence in the created context. It maintains relationships with the author of the name, i.e. it is a result of his creation.

The characteristic feature of nicks is self-identification, the formation of connection with a new reality – internet world. Nicks is created from such factor as the author's self-vision. Their main function is to hide the author. People's desire to be anonymous is connected with their children wishes. The reason of it is to surprise somebody, to attract somebody's attention, to look like heroes of tales, feature films and animated movies, to keep people in emotion and waiting or just to amuse themselves. These names are usually connected with a person's private life, profession, origin, motherland, native city, native region, favorite films, T.V. series, books etc. Sometimes such names make it possible to determine the author's profession, even a real name. For example Sa1 – Sabir (the second syllable is substituted by the figure 1 – "bir" means "one" in the Azerbaijani language – R.H.); 2ral – Tural (from the English word "two"); Ay10 – Ayten (the second syllable is from the English word "ten"); L-mir – Elmir (the first syllable is given as a name of letter "L") etc. The combinations of letters in nicknames can show initial letters of users' name, surname, patronymic and also the name of their schools, institutes, place of work etc. Figures in nicks can signify persons' age, years of study in secondary and high schools etc. Sometimes nicks are chosen according to themes and situations.

In general, nicks are used mainly in internet forums, chats, and virtual acquaintance. It was mentioned above that computer name is a common or invented name created by users for private computer communication. These names are created to prevent reiteration. Reiteration of names causes confusion, but nick can be a single name. Its function is to choose one among many. Those who are inclined to self-expression are involved in name creation. Nick expresses a person's individuality, individual qualities, and inner life. In other words, a person's inner life, character, psychology are reflected in nicknames. Creation of nicknames depends on person's self-vision. Virtual reality is a place where a person can play different roles. In name creators' opinion, nick is a sign of freedom of idea and is natural in speech.

It should be noted that when nicks are registered in any site or e-mail, they mustn't be mixed with logins. Login is a set of credentials used to get access to an area that requires proper authorization. Logins are used to gain access to and control of computers networks and bulletin boards, as well as other services and devices. Most logins consist of both a username and a password.

At present, nick is the kind of person's visit card. Parents give their children names and surnames, but the nickname is a person's own choice. Every user is faced with the problem of nick creation. Nickname is a cultural phenomenon. Everybody can give information about their entertainments, characteristic features, and intellectual skill utilizing the nickname. One can say a lot about a person on the basis of the nick. As nick is a kind of information about a person, one must approach seriously to the choice. When creating nick, one must determine exactly what he/she wants to say about himself/herself by means of nick and realizes the purposes of its use. Nicks that consist of name or name-surname is an optimal variant for business correspondence. Neutral nick can be used for mail (correspondence between friends and business correspondence). Nicks are usually created based on the Roman alphabet. Graffiti names, figures, symbols can also be used for it besides letters.

Choice of nick influences communication between persons. When creating nick for serious and intellectual conversation one can use philosophical terms, too. Consonance and memorability of a nickname can make a certain expression on internet interlocutors. In other words nickname plays a role of indicator of person's taste, too.

Now nicknames world is very rich and varied in virtual space. There are a lot of nick reflecting names of living creatures and inanimate subject's hero. There are quite a lot of amusing and sad, pithy and meaningless at first sight, nicks among them. There are also nicks known or unknown to science among them.

Nicks are formed from the different language units: 1) anthroponyms – Yegana, Arzu Enver gizi, Ragimli; 2) toponyms – Neftchala, Moscow; 3) katoykonyms – nakhchivanli, Baby iz Baku (Baby from Baku – R.H.), Bakinec iz Azerbaydjana (Baku resident from Azerbaijan – R.H.), Bakinec 2001 (Baku resident 2001 – R.H.); 4) zoonyms – torağay (skylark – R.H.); 5) from anthroponyms written and pronounced in the different forms – Ibrehim (instead of Ibrahim – R.H.), omer (instead of Omar – R.H.), Aqatli qiz (rider on the white horse – R.H.), Hüseyin (instead of Huseyn – R.H.); 6) abbreviation and initials – RUM, Q.Q.; 7) shortened form of a name – Radə (Irada – R.H.); 8) words that mean personal qualities – PatrioT; 9) combinations of letters and figures – N2mikedi7i, @z@d (Azad – R.H.); 10) combinations of words and figures – firon-1986 (Pharaon – R.H.); 11) names of films – Meksikada_ 1_gün (One day in Mexico – R.H.); 12) common nouns – Gümüş (Silver – R.H.); 13) cosmonyms – Günəş (Sun – R.H.); 14) the foreign words – Neizvestniy 1980 (from the Russian word «неизвестный» – unknown – R.H.) etc.

The features of nicknames characterize them as a special kind of anthrophony's in the limited environment of virtual communicative space. Nicknames as new realities in communication theory must be studied as language units that form a notion about the structure of a virtual person. Description of network name as a new onomastic unit in virtual reality (chat, blog, forum, and game), research of its functional peculiarities is very urgent.

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