

**THE LINGUISTIC PERSONALITY OF THE ITALIAN VIRTUAL COMMUNICANT****Mustafayev Shaxboz Baxtiyorovich**

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**Annotation:** This article explores the concept of "linguistic personality" in the context of human language usage and its unique characteristics in virtual communication. Virtual communication leads to a redefined relationship with space and time, influencing self-expression and confidentiality in interactions. The paper scientifically analyzes the dynamic aspects of virtual communication and the linguistic personality.

**Keywords:** linguistic personality, virtual communication, linguistics, communication, internet, new technologies.

In the study of human beings and their personal characteristics, language — more precisely, the individual's linguistic activity — plays a crucial role and serves as a decisive factor in drawing conclusions in this field. Scholars from various disciplines use different terms to describe a person who uses language, depending on which aspects of the object of study they emphasize: "language bearer," "communicative personality," "linguistic personality," "speaker," and others. In contemporary linguistics, the terms "language bearer," "linguistic personality," "text author," and "author" are often used interchangeably [1].

According to Wilhelm von Humboldt, language is the primary means of objectifying the subjective [2]. "The subjectivity of language is reflected in its human nature, while its objectivity lies in its orientation toward the world and other people" [3]. Defining the essence of the human being is tantamount to identifying the force that makes one human. Language constitutes that very force.

Uzbek linguist Sh. Usmanova, who has conducted extensive research in this field, notes that the term "linguistic personality" (*lisoniy shaxs*) was first introduced into linguistics by the German scholar I. Weisgerber [4]. In his 1927 work "The Mother Tongue and the Formation of the Spirit," Weisgerber employs this term, emphasizing collectivism as a core component of the concept of language. He defines the term as follows:

"A linguistic personality is an individual who, in accordance with their perception of objective reality, depicts it and reflects it in texts using the systemic means of a particular language to achieve certain communicative goals. A linguistic personality is a speaker who manifests speech activity based on a specific set of knowledge and representations" [5].

In Soviet linguistics, the notion of linguistic personality was first introduced into linguistic theory by V.V. Vinogradov. Prior to that, it had belonged to the realms of psychology, sociology, and philosophy. According to Vinogradov, a linguistic personality is revealed through an individual's distinctive manner of language use, their attitude toward various linguistic styles, and their influence on the development of language itself [6].

A comprehensive interpretation of the term linguistic personality was first proposed by G.I. Bogin, who defined it as “a person considered from the perspective of their readiness to perform speech acts, to create and to comprehend speech works” [7]. A linguistic personality, first and foremost, manifests itself through communication. V.I. Karasik, in his examination of linguistic personality within communicative processes, identifies the following key aspects: cognitive, behavioral, and axiological (value-related).

By the end of the twentieth century, the emergence and rapid development of new information technologies gave rise to a new type of communication — virtual communication. Consequently, one of the new tasks for researchers is to investigate the linguistic personality of the virtual communicator from a linguistic perspective. Below, we consider several distinctive features of the virtual linguistic personality.

**Transformation of space and time.** In the virtual environment, physical space ceases to exist; there are no boundaries. A linguistic personality may simultaneously exist within one or several networks. In virtuality, the notion of distance loses meaning — one can be “here” and “there” at the same time. Temporally, the virtual environment is characterized by relativity: linguistic personality manifests itself through texts that can be stored and accessed indefinitely on the Internet, allowing interaction across different temporal layers — past, present, and future. Forums and online conferences exemplify this. For the virtual communicator, time itself is less important than the interlocutor’s “online” or “offline” status.

**Immersion in activity.** The virtual linguistic personality is characterized by being absorbed into its own activity. The process takes precedence over the goal: for instance, a user searching for specific information may abandon their original purpose while following unrelated links and pages.

**Self-centeredness.** The primary focus of the virtual linguistic personality is self-presentation. The individual strives to construct and display their image. This tendency has increasingly become the main objective of virtual communication.

**Reciprocal adaptation.** The addresser adapts their communication based on available information about the addressee, and vice versa. When lacking data such as the interlocutor’s age, the speaker may choose to “neutralize” their language or, conversely, adopt an overly informal tone.

**Behavioral expansion.** In virtual communication, individuals attempt to perform actions they would not or could not carry out in real life. This includes behaviors ranging from the use of slang or jargon to the disclosure of personal information.

**Loss of fear and inhibition.** The virtual environment reduces social constraints, allowing users to behave more freely, sometimes even boldly.

The invented world, staged nature, and absence of spatial-temporal boundaries create a unique style of virtual communication. Logical consistency is no longer obligatory. In the online environment, a linguistic personality may display the courage to publicly criticize even high-ranking officials.

For example:

Liliana Castello: “Secondo me siete pericolosi. Parla di futuro, lei? Lei che ha distrutto una Nazione? Adda passa a nuttata...”

In this example, a virtual communicator — Liliana — posted this comment under a video address by the Italian Prime Minister. The user expresses skepticism toward the government’s handling of the pandemic. In the phrase “Parla di futuro, lei?” she mocks the

Prime Minister, implying “Who are you to speak of the future?” The subsequent sentence directly insults the Prime Minister, where the verb “ha distrutto” (“destroyed”) metaphorically modifies “Nazione” (“nation”), adding a negative evaluative tone. The closing expression “Adda passa a nuttata,” derived from the Neapolitan play Napoli milionaria, literally means “the night must pass,” metaphorically urging patience through difficult times.

Entering the virtual world, individuals strive to actualize their creative potential: they may behave as they wish and say whatever they please. In doing so, they wear a metaphorical mask — symbolizing transformation and unlimited freedom in linguistic choice. Virtual interlocutors know little or nothing about one another beyond what is revealed through written exchanges. Thus, the virtual communicator is a real person hidden behind a mask.

Online interactions under particular topics can be compared to performances. The passive users — spectators — prefer to observe or occasionally interject, while active users assume the role of actors, engaging consistently in dialogue.

In virtual communication, self-presentation is key: interlocutors share only what they choose to reveal. The author does not seek self-disclosure but rather constructs a self-image of their own choosing. The speech activity of the virtual communicator is shaped by the persona they create. Each participant strives to introduce themselves to the virtual community, with the moment of entry into a discussion serving as a critical phase for capturing others’ attention.

In conclusion, the linguistic personality of a virtual message author evolves through the new possibilities and communicative conditions afforded by computer technologies. The speech mask of the virtual communicator reveals distinctive features of their linguistic personality.

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