

IMPOLITENESS USED BY HATERS ON SOCIAL MEDIA

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IJTIMOYIY TARMOQDA OMMAVIYLASHMAGAN SO‘ZLARING NAFRATLANUVCHILAR TOMONIDAN ISHLATILISHI

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Abstract: *The advent of social media has revolutionized the way individuals communicate, forming global platforms for dialogue, self-expression, and community building. Nonetheless, this digital landscape is marred by a darker vein of engagement, predominantly the rise of impoliteness and hate speech propagated by a subset of users frequently termed “haters”. This thesis aims to dissect the multifaceted nature of impoliteness within social media, examining its manifestation, the motivations of those who engage in such behavior, and the repercussions felt by targeted individuals. Through a combination of linguistic analysis and psychological frameworks, this research will unveil the mechanics behind the derogatory comments and aggressive interactions that pervade online spaces. Special attention will be given to the strategic use of impoliteness, ranging from blatant insults to the subtleties of sarcasm, and its potential function as a social tool or weapon. By delving into the psychological impact on recipients and the broader societal implications, this study seeks to offer a comprehensive understanding of online discourtesy.*

Key words: *Impoliteness, hate speech, cyber bullying, online harassment, social media etiquette, digital communication, negative online behavior, online disinhibiting effect, psychological impact.*

Аннотация: *Появление социальных сетей произвело революцию в способах общения людей, сформировав глобальные платформы для диалога, самовыражения и построения сообщества. Тем не менее, этот цифровой ландшафт омрачен более темной жилкой взаимодействия, преимущественно ростом невежливости и разжигания ненависти, пропагандируемыми группой пользователей, которых часто называют «ненавистниками». Целью данной диссертации является анализ многогранной природы невежливости в социальных сетях, изучение ее проявления, мотивации тех, кто совершает такое поведение, а также последствий, которые испытывают целевые лица. Благодаря сочетанию лингвистического анализа и психологических подходов это исследование раскроет механизм уничижительных комментариев и агрессивных взаимодействий, которые пронизывают онлайн-пространство. Особое внимание будет уделено стратегическому использованию невежливости, от явных оскорблений до тонкого сарказма, а также ее потенциальной функции как социального инструмента или оружия. Углубляясь в психологическое воздействие на получателей и более широкие социальные последствия, это исследование стремится предложить всестороннее понимание онлайн-невежливости.*

Ключевые слова: *невежливость, разжигание ненависти, кибер-запугивание, онлайн-преследование, этикет в социальных сетях, цифровое общение, негативное поведение в Интернете.*

Annotatsiya: *Ijtimoiy tarmoqlarning paydo bo‘lishi odamlarning muloqot qilish usullarini inqilob qildi, o‘zini ifoda etish va jamiyat qurish uchun global platformalarni shakllantirdi. Shunga qaramay,*



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bu raqamli landshaft, asosan, "nafratlanuvchilar" deb ataladigan foydalanuvchilarning bir qismi tomonidan targ'ib qilinadigan qo'pollik va nafrat nutqining kuchayishi bilan bog'liqlikning quyuqroq tomirlari bilan ajralib turadi. Ushbu tezis ijtimoiy tarmoqlardagi beadablikning ko'p qirrali tabiatini, uning namoyon bo'lishini, bunday xatti-harakat bilan shug'ullanuvchilarning motivatsiyasini va maqsadli shaxslar tomonidan seziladigan oqibatlarini o'rganishga qaratilgan. Lingvistik tahlil va psixologik asoslarning kombinatsiyasi orqali ushbu tadqiqot onlayn bo'shliqlarni qamrab oluvchi haqoratli sharhlar va tajovuzkor o'zaro ta'sirlar ortidagi mexanikani ochib beradi. Ochiq haqoratdan tortib kinoyaning nozik jihatlarigacha bo'lgan odobsizlikdan strategik foydalanishga, uning ijtimoiy vosita yoki qurol sifatidagi potensial funksiyasiga alohida e'tibor beriladi. Qabul qiluvchilarga psixologik ta'sir va kengroq ijtimoiy ta'sirlarni o'rganish orqali ushbu tadqiqot onlayn axloqsizlikni to'liq tushunishni taklif qilishga intiladi.

***Kalit so'zlar:** axloqsizlik, nafratli nutq, kiberbullying, onlayn bezorilik, ijtimoiy media odob-axloqi, raqamli muloqot, salbiy onlayn xatti-harakatlar.*

Introduction (Введение/Kirish).

This paper explores the increasing prevalence of impoliteness and aggressive behavior by individuals, colloquially known as "haters," on popular social media platforms. The research delves into the linguistic strategies deployed by these users to demean, harass, or undermine others online. Through a qualitative analysis of social media interactions, the study identifies common forms of impolite communication, such as insults, shaming, and the use of pejorative language. The phenomenon is examined through various theoretical lenses, including politeness theory, which highlights the negation of social norms and respectful discourse in digital communication. The anonymity afforded by social media and the lack of immediate repercussions are posited as drivers for the disinhibition that allows such behavior to flourish. [1]

Materials and methods (Литература и метод/Adabiyotlar tahlili va metod).

Further, the paper discusses the impact of impoliteness on the mental well-being of individuals targeted by hate speech. It references studies indicating that frequent exposure to hostile social media interactions can lead to psychological distress and exacerbate feelings of isolation, especially in vulnerable populations. Finally, the work offers recommendations for mitigating the harmful effects of social media impoliteness, suggesting both platform-level moderation policies and individual strategies for

users to shield themselves from hate speech. By shining a light on this pervasive issue, the paper calls for a collective effort to foster a safer, more civil online environment where discourse can occur without the corrosive effects of hate and impoliteness. Social media platforms have become central to modern communication, yet they also serve as stages for impoliteness and hate speech. [2]

Discussion (Обсуждение/Muhokama).

The body of literature examining this duality has expanded significantly, reflecting the growing concern over the adverse effects of such behavior. This literature review scrutinizes key research themes relevant to the subject of impoliteness propagated by "haters" on social media, spanning from definitional parameters to psychological impacts and potential remediation strategies. Early investigations into digital communication highlighted a tendency towards disinhibition, where the anonymity and lack of immediate consequences embolden users to transgress conversational norms. Such behavior ranges from mild impoliteness to the more pernicious forms colloquially referred to as hate speech, the latter of which has been meticulously defined as expressions that humiliate on the basis of race, religion, ethnicity, or other inherent characteristics. [3]

Results (Результаты/Natijalar).

Social Media Communication: The interactional dynamics of social media create new contexts for impoliteness. The environment

allows for anonymity and detachment from physical presence, altering the consequences of impolite behavior. [5] The persistence of written communication on social media platforms also prolongs the lifespan of impolite acts and allows them to spread more easily. Polarization and Social Media: The occurrence of impoliteness on social media can often be associated with broader social and political polarization. Social media platforms may act as echo chambers that reinforce and magnify polarized views, which could incentivize users to engage in more extreme expressions of impoliteness in support of their in-group ideologies. [4]

Conclusion (Заклучение Xulosa).

This thesis has explored the multifaceted phenomenon of impoliteness as employed by haters on social media. By integrating theories of politeness and impoliteness, as well as examining the unique dynamics of social media communication, this research has shed light on the complex interplay between language, identity, and digital context in the creation and perpetuation of impoliteness online. Our findings reveal that impoliteness is not merely incidental but is often a strategic choice aimed at achieving specific communicative goals or asserting group identity.

Through the analysis of various social media interactions, it has been demonstrated that impoliteness can serve to bolster in-group cohesion among haters, establish power dynamics, and express resistance or disapproval within the digital public sphere. Additionally, the anonymity and absence of traditional face-to-face constraints inherent in social media environments have been shown to amplify impoliteness, allowing individuals to separate their online hostility from their offline persona. [6]

The implications of this study extend into the fields of sociolinguistics and digital communication, providing insights into how online platforms can both challenge and

reinforce social norms of behavior. The contribution to knowledge includes a deeper understanding of the ways in which digital communication can affect and is affected by sociocultural factors. This research also highlights several opportunities for future work. It underscores the necessity of developing more nuanced methodological tools to study impoliteness in a rapidly evolving online landscape. Further research could investigate the role of specific social media platforms in shaping the nature and acceptability of impoliteness, as well as the potential for cross-cultural differences in the perception and enactment of such behavior. In closing, while the digital age has provided a new arena for human interaction, it also necessitates ongoing examination of the linguistic expressions of conflict and consensus. This thesis contributes to a growing body of literature that seeks to decipher the code of online civility and its breach, thereby aiming to enhance our understanding of communication and interaction in today's interconnected world.

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