

SOCIAL MEDIA: SEMANTIC ANALYSIS OF ASSOCIATIVE FIELDS

Introduction. The emergence of the global internet and social networks have a significant impact on the life of a modern person. Social networks have become an integral part of our lives and are an important tool for communication and information exchange. Instagram Facebook, TikTok, and YouTube have a significant impact on the Ukrainian-language worldview of Ukrainians. **Facebook, Instagram, Tik Tok, and YouTube** have an associative meaning for Ukrainians? How are the associative fields of these stimulus words constructed?

Language helps you build communication with each other. Social networks create their own language of communication to a certain extent. Linguistics has traditionally analyzed human language by observing the interactions between sound and meaning [3, p. 4].

Actually, in the conditions of a free associative experiment, connotations are distinguished that go beyond the lexical meaning of a word and visually indicate culturally important associations associated with this word.

Methods. We chose a free associative experiment as a means of research. The online survey involved 72 respondents, who mainly represent the student audience. The experiment was carried out during January 2021.

In psycholinguistics, the associative experiment is one of the most important and effective means of studying the perception of the world through the prism of language by society of the meaning of words. Meaning is an idea or concept that can be transferred from the speaker's mind to the listener's mind by applying it to a language or other form [3, p. 2].

Having obtained associative fields as a result of an associative experiment, each of the associative fields combined reactions that have a common connection and can form a semantic sphere. The semantic spheres identified in the associative field reveal all possible meanings in which this word is used and how it functions in the mental lexicon of a person. In one associative field of the stimulus, the evaluation sphere will be dominant, for the other – the activity sphere, and so on. Reactions with a word stimulus can have 'evaluative', 'subject-object', activity', 'attribute' relationships, and so on.

The semantic sphere 'activity' includes reactions that determine the active attitude to the stimulus.

'Object' a semantic sphere consisting of reactions to which an action can be directed. The semantic sphere, 'subject' contains reactions that are carriers of activity. In this analysis, the object-subject sphere was combined, since the same reaction can act as both an object and a subject at the same time.

'Generic concepts' – a semantic sphere in which reactions are grouped, which are often synonymous with the word-stimulus, can be equivalents of the lexical meaning of the word-stimulus, or enter the same semantic field as the stimulus.

TikTok

In the associative field of the word-stimulus TikTok, the spheres were identified:

1. **‘Content’** is a sphere that contain reactions, what the Tiktok is used for, and what the respondent can find there. These are reactions: *video 10, music 3, dancing 4, short videos, trends, memes, videos, videos, entertainment videos, audience recruitment platform, video material, modernity.*

2. **‘Activity’** is a sphere that combines reactions with a certain active semantic connection, where the respondent's reaction indicates a certain activity related to the word stimulus: *entertainment 4, self-expression, video recording, creativity, viewing various videos, pastime, recreation.*

3. **‘Subject-object’** sphere combines reactions – *for young people, children, youth, blogger, audience 4-20, schoolchildren, teenagers.*

4. **Emotional and evaluative reactions:** *nonsense 3, I'm not there, fun 2, I don't use, nonsense, fashionable, laughter, interesting information, garbage, fun, lost time, oh, but nothing happens; negative, primitive, wild, toys, a lot of small children, stupid songs, without meaning, motive, stupidity, jokes, empty videos.*

Emotional evaluation reactions include a positive and negative assessment of the stimulus word.

Instagram

1. **‘Generic concepts’:** *blog monetization platform, social network, Facebook.*

2. **‘Activities’:** *correspondence, viewing photos of friends, social communication, surveillance, business, likes, communication.*

3. **‘Subject-object sphere’:** *friends 3, bloggers 4, audience 15-30, acquaintances, cats.*

4. **‘Means’:** *camera.*

5. **‘Contents’:** *photo 19, pictures 2, stories 2, books, face photos, videos, interesting posts.*

6. **‘Emotional and evaluative sphere’:** *stylish, bright, beautiful photos, unknown, motive, uninteresting, self-love, garbage, for young people, interesting content, curious, my sons are sitting there, I'm not there, a lot of junk, lies, dump, nothing, killing time, not yet, youth, bright pictures, I don't sit on Instagram.*

YouTube

1. **‘Generic concepts’:** *YouTube logo, alternative TV, platform for blog monetization, premium.*

2. **‘Activities’:** *video viewing, self-development, interactive, development, reviews, blogging, record videos.*

3. **‘Contents’:** *instructive videos and TV series, video 16, Music 4, movie 7, information field, information, educational and social content, educational, content, video content, news, blogs, roller skates, stand-up.*

4. **‘Emotional and evaluative sphere’:** *interesting videos 4, a good thing and at the same time not), interesting facts, everything for life, the best, informative, sometimes interesting materials, there is everything that the soul wants; then empty, then thick; vital; what I love; necessary, useful, cool thing, many useful videos and audiobooks, videos about what is interesting, free useful information, informative videos, childhood, some back, life hack, often, motive.*

Facebook

1. **‘Generic concepts’:** *social network 12, news platform, blue color, website.*

2. ‘**Activities**’: *communication 4, information 3, tracking, searching, reading news, messages, congratulations on all holidays.*

3. ‘**Subject-object sphere**’: *audience 30-60, Mark Zuckerberg 5, relatives, friends 2, older people, for 30+, colleagues, adults, relatives.*

4. ‘**Contents**’: *news 8, photo 3, documents, videos, algorithms, school, motive, diverse information, diversity, contacts.*

5. ‘**Emotional and evaluative sphere**’: *incomprehensible, interesting, unimportant news, negative, old age, old age, outdated, rumors, fake news, bograch.*

Conclusions. The modern language picture of the world of young Ukrainians is formed under the influence of social networks. Facebook installs a video, photo, and social network (the words **TikTok** and **YouTube** are used to respond to **video**, the stimulus **INSTAGRAM** is used to respond to **photo**, and Facebook is used to respond to **social network**). Facebook is perceived by respondents as a social network and a place for communication, then Instagram is only for viewing photos. Facebook Instagram and Tik Tok are rated associatively as easy-to-use social networks, while Facebook serves to communicate, view news, congratulate you on your birthday, and search for various information. YouTube has an associative meaning of positive evaluation, which is dominated by reactions that emphasize the cognitive aspect of this social network.

2. Associative fields of words – stimuli form almost identical semantic spheres- ‘activity’, ‘emotional-evaluation’, ‘contents’ and ‘subject-object’.

3. Data from a free associative experiment, when participants respond with the first word, which comes to mind is the most approximate form of that what do respondents think about this or that concept.

4. An online survey showed that respondents did not always carefully read the instructions for participating in the experiment and instead of reactions (the word that first comes to mind when reading the stimulus word) pointed to their social media profiles. This indicates inattention, the peculiarities of the stimulus words themselves, and the inability to have direct contact with the experimenter to clarify the experimental conditions.

The results of this study give us an idea of the meaning of concepts **Facebook**, **Instagram**, **TikTok** and **YouTube** in the Ukrainian language consciousness and how they are reflected in us.

REFERENCES

1. Akkaya, A. (2014). Language, discourse, and new media: A linguistic anthropological perspective. *Language and Linguistics Compass*, 8(7), 285–300.

2. Gnach, A. (2018). Social media and community building: Creating social realities through linguistic interaction. In Cotter C., Perrin D. (Eds.), *The Routledge handbook of language and media*. Routledge. pp. 190–205.

3. Rawung, Ch., Lontoh, I., & Bau, D. Y. (2022). The connotative meaning of the local language in babahane hamlet (semantic analysis). *Linguistic Journal*, Vol. 10(1), 2337–7321.