THE GLOBAL RUSSIAN FUEL AND ENERGY COMPANIES ON SOCIAL NETWORKS: INFORMATION PRIORITIES, LANGUAGE FEATURES

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Abstract. Social networks are a significant format of business communication. According to a number of the Russian and international research, analytical structures (TNS, Adobe and others), one of the most popular resources in Russia is the social network "VKontakte" entering ten the world's largest. In it the large Russian companies are actively presented, structures of fuel and energy complex as Basic Elements of the Russian economy and the industry are especially distinguished from them. In this research in a format of communication practice an attempt to systematize lexico-semantic experience of the Russian fuel and energy complex on social networks is made. The big massif of this branch selected for a research allowed to track authentically language and information trends within the communication direction. Work of all Russian fuel and energy complex is always actively discussed by users in network space though many organizations are not ready to transfer the information assets to social networks as they belong with imaginary mistrust to known more than five years ago social media to space yet.

Authors of work conducted a research of structurally functional and substantial features of these Internet resources. Lexical, stylistic, genre features of content of the specified media are analyzed. Is defined that in structure of information of the studied resources prevail: official news, announcements and reports on actions, conditions and news of cooperation, answers to questions of partnership, projects and plans of the company, presentation videos, addresses of heads (including a video interview), industry overviews in the country and abroad, analytics of experts of the company, statistics, references to business information.

Keywords: social networks, media, stylistic resources, language features, information trends, fuel and energy complex.

1. INTRODUCTION

The term "social network" was introduced by James Bames in 1954 in work "Classes and meetings in the Norwegian island arrival" for the first time. The social network is defined by researchers as community of the people united by common interests or business, and also having other reasons for direct communication among themselves. According to other approach, social networks represent the web service opening before users of an opportunity: 1) creations of public or partially open profiles of users; 2) creations of the list of users for implementation of social communication; 3) acquaintances to available content of other users within one system (Vinnik, 2012). It is considered that social networks represent it platforms which participants can establish the relations with each other (Patarakin, 2013).

Social networks perform the following functions from which are distinguished: communication, information, socializing, self-presentation, identification, identity formation, entertaining (Sadygova, 2012).

VKontakte, the international name - VK, is the largest European social network with the headquarters in St. Petersburg. The network operates on many languages, however enjoys special popularity among Russian-speaking audience. It was started in 2006, initially creators of a resource were guided by students, however then a framework of users extended. As of 2017, in network more than 410 million subscribers, average daily statistics of visits - over 87 million are registered.

The electronic representations in the form of pages opened many companies. Professional business communication happens within "Communities" - on the basis of this heading "the closed groups" act as "open", and. The public companies, as a rule, do not limit access to the data.

Active discussion of professional activity on social networks of the reviewed branch community does not demonstrate the aspiration of most the energy industries organizations to position pages on social networks as official information channel. Traditional perception of social networks which became an integral part of life of society already more than 5 years ago for fuel and energy complex of the Russian scale is not standard as many studied pages are characterized just by a formation stage. Visually tells the audience size about it. Separate pages have also no thousands of subscribers that often there is even less number of employees of the organization. Assessment of overall performance for more exact understanding of level of development of activity of energy industry of Russia on social networks can be compared to a situation in the European countries. At the same time it is possible to note non-standard communicative "counters" which have local branch character. Separate pages are characterized by audience over 55 thousand subscribers in Facebook network that significantly influences formation of the media agenda in the sphere, removing a resource far beyond federal. Public and business life is more and more crossed with social networks which especially interact with information community and often can solve global communication problems of formation of the necessary opinion at target audience.

The debugged system can strengthen information component of new media channels, to become effective language base in questions of creation of popularity of a brand, attraction of positive attention of media, neutralization of negative perception and receiving information superiority over competitors. Here as a structural element the local discussion and semantic criticism on open spaces of the available own pages on social networks where practically all users act as an equivalent source of information can act.

2. METHODS

The research is based on the structurally functional, substantial, comparative and comparative methods of the analysis which allowed revealing intrinsic features of representative offices of social networks of the Russian fuel and energy companies.

Within the research content of the leading Russian companies in the sphere of fuel and energy complex was studied: PJSC Rosneft Oil Company, PJSC Gazprom, and also PJSC Lukoil. The reasons which are the cornerstone of the choice of empirical sources consist in the following. First, these companies carry the status global, international public, and the cumulative number of their subscribers of VKontakte exceeds 100 000 people. Their pages have open character, noticeable degree

of activity of subscribers what confirm: number of comments, "likes" and "reposts".

Structure of the central part of groups: 1) the description of a page - the short characteristic of its contents; 2) discussion - contains responses, questions, offers; 3) photos - gallery with a photographic material; 4) a wall - the most informative part containing mainly news stream and illustrative material to it. Also there are subsections: participants, references and photo albums.

3. RESULTS

Let's characterize news content of the studied structures. So, the group of PJSC Rosneft Oil Company is in the lead on number of subscribers - over 62 500 people. Its distinctive feature is domination of official statements with reference to the website of the company. It is possible to distinguish from subjects: projects and plans of the company, assets, economic information, and messages from regions - messages of affiliated structures of the company. The regularity of placement of news of the company is also characteristic of the page of PJSC Gazprom having more than 32 000 subscribers, as sources of information media are actively used. The page of PJSC Lukoil has more than 7 500 subscribers, and along with official statements of various information is placed.

The general principles of information policy of these resources consist in the following. Short notes with references to the website of the company are published - it can also be the file for downloading or the website source of information (Doroschuk, Tatiana & Staroverova, 2016). Average daily frequency of updating equals to two messages. Prompt responses on questions and comments are placed: as a rule, to the day. There are comments of experts and heads of the companies in branch or in response to topical news. Presence at structure of information of the direct speech (an interview, performances) heads and experts of the company is noted.

From the point of view of lexical, stylistic and phraseological features a number of regularities and distinctive features of the placed messages is revealed. The two-way communication is carried out in the heading "Discussions". If moderators of the page of PJSC The Rosneft Was Limited by Discussions within One Heading, Having Generally Called It Review, complaints, offers; subject of PJSC Lukoil is as follows: salary, career, social guarantees.

Besides official information, in the studied materials takes place and colloquial style. So, in the section "Discussions" users of communities communicate in a spoken language therefore in comments to news simplicity and ease of the speech prevails: "Good afternoon!!! Tell, please, how I can communicate to your company concerning cooperation??", "Welcome! And here it seems to me that this year your company became somehow worse to work. How many in general your employees agree with my statement?"; "It is possible to get a job to you? There is a remarkable candidate! And, above all, honest and decent guy!" (PJSC Rosneft).

Lexical level of comments of users in group of JSC Lukoil has such features as lack of official names, presence of estimated lexicon, loans, elements of a youth slang, common tongue, jargons: "oil industry", "social sphere", "very greedy coterie, "It is normal? Bye-yo!".

The analysis of syntactic elements shows that the spontaneous speech, imitation oral communication is their cornerstone: "I WANT to WORK with GAZPROM...!!! RESPONSIBLE, PURPOSEFUL!!!!!", "the engineer sitting directly on a pipe receives 26 thousand. rubles". Allocations such, as well as allocations in the italics, a bold-face type, correspond to an intonation accent at oral communication.

The page of the Rosneft company is characterized by lack of comments to news (Gazizov, 2015). It should be noted that it is not limited technically, and about reaction of audience it is possible to judge by "likes" which number on average fluctuates from three to five to each text and reposts. Contact information on purchases, employment is placed.

Depriving of us audial-visual communications, social networks at the same time represent interesting graphic features for interaction within virtual communication. However the majority of emotions and experiences are transferred intonation, and their transfer is complicated by graphic form of presentation (Gazizov & Nagovitsyna, 2016). In this connection, punctuation

signs and graphic symbols are filled with new contents and anew reinterpreted as means of registration of emotional expression.

It is possible to carry to similar graphic features of transfer of an emotional state: use of capital letters for transfer of the message, for example: "I WILL not UNDERSTAND, CHTO ZDS is CREATED?"; "I am a student, the 5th course, but further work in Lukoil."); use of a large number of exclamation and question marks for transfer of feelings or moods ("I support on everything 100!!!"); use of dots ("The salary came today.... Burst into tears honestly").

It is established that verbal language in some cases is replaced with a sign language. "Like" is interactive and convenient a way to declare oneself, express the presence, without entering into a correspondence. Comments demand the answer and time: having pressed "like" the relation to the events is expressed quicker. It is possible to put "like", having expressed, thus, participation in opinion of the author of a post (Margarita, Bogatkina, Elena, Doroschuk & Gazizov, n. d). For example: "Yes yours Lukoil the most greedy company for a salary (" Hekhe, was lucky").

It is rather difficult to define genre specifics of the placed texts. Official statements are placed in the form of notes and reports: "Today Vankorneft celebrates 10 years from the date of education", "Igor Sechin participated in a meeting of the president of Russia and the prime minister of Japan". The bases for belonging of the called materials to group of information genres the following factors give the grounds: small sizes, event summary.

Texts act as the main carriers of the operational information allowing the reader of a message continuous monitoring of the most important, interesting events in various fields of activity; events, made in the form of exchange of information. These are various conferences, meetings, symposiums, seminars, meetings and other.

5. DISCUSSION

Results of the conducted research confirm a conclusion that the institute of media was added by social networks which became an integral part of life and communication of many people. In modern information space this communicative lever became an important factor of success in the business environment; active account accelerates business correspondence and process of coordination. The last five years demonstrate the high communicative level of the Russian media system in which the language field changed. The received results also supplement the researches Gareeva, Bolshakov, Ivanov (2016) (Gareeva, Bolshakov & Ivanov, 2016), with conclusions about current state of media in Russia idea of functioning of civil journalism in media space of the Republic of Tatarstan by Garifullin, Zakirov (2016) (Garifullin & Zakirov, 2016), a subject research on problems of formation of the state space of modern Russian media criticism of Bakanov (2014) (Bakanov, 2016) and technology of the analysis of mass media Berger (2013) (Berger, 2013) is added. In structure of information the studied resources undertake an essential share of process of formation of public opinion that is important for audience of fuel and energy complex.

6. SUMMARY

In general use of official style is characteristic of social networks energy industries. In sections of comments and discussions use of the emotional marked words, the lowered lexicon, and also existence of grammatical and spelling errors is noted. Specific language of interaction is represented by "smilies", abbreviations, doubling of verbs. We note specific norms of interaction, selective broadcast of social standards, social hierarchy which cornerstone the possibility of influence on the communication course is.

Structurally content of the analyzed resources looks as follows: the strengthened news block, reports on actions (is more rare - announcements), answers to questions, presentation materials (rollers, a video interview), industry overviews in the country and abroad, analytics of experts of the company, statistics, references to business information. The genre originality is limited to notes and reports.

6. CONCLUSION

With the advent of gadgets the world changed, and most of all on social networks which undertook as new communication channels, a role of experts. The system structurally functional the analysis shows dynamics of consumption of content which

goes to social networks and concentrates in networks.

Fuel and energy complex in Russia as the strategic branch of economy which importance is felt by each person means vigilance to innovations in which also energy industry differs. The noticeable trend on transition of communication and consumption of information to social networks helps to estimate applicability of new platforms for realization of state important and global communication tasks. Level of representative office of branch on social networks and overall performance of official pages of the energy industries organizations on new platforms in modern history in recent years is shown by numerous examples of mutually advantageous communications between communicants. In this research an attempt to develop tools which could give the standard definition to communicative technologies and measure key parameters of effective ways of interaction is made.

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