

Լեզվաբանություն և բանասիրություն

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DECODING ALGOSPEAK: NAVIGATING THE EUPHEMISTIC LANGUAGE OF SOCIAL MEDIA ALGORITHMS

This study considers “algospeak,” a language development in social media in which social media users adapt the language in an attempt to bypass algorithm moderation of posts. Through an investigation into the processes through which social media users develop and utilize coded terms, such as substituting “unalive” for “death,” such a study proves that such adaptations allow for discussion about sensitive topics with reduced algorithm moderation danger. Analysis, through a social media post and case studies, proves that such adaptations in language allow for negotiation in restricted environments and contribute to community and shared identity through coded vernacular use. Analysis reveals a dual role for algorithms in governing web content in terms of controlling offensive matter dissemination, but, in fact, such algorithms restrict important discussion about sensitive matter such as mental illness and sexual abuse. In addition, development in algospeak is inescapably intertwined with larger social and cultural processes in virtual environments. As such, such adaptability reflects virtual identity fluidity and explains processes through which web communities develop and shape language use. Ultimately, such an expression in algospeak reflects a powerful form of resistance to algorithm governance, allowing for complex discursive engagements between technology, language, and social

use in virtual environments.

Key words: algospeak, euphemisms, coded language, hidden language, digital platforms, social media communication.

Introduction

In this study, the concept of “algospeak” as a collection of coded linguistic terms employed by social media users as a means of evading algorithmic content censorship is explored. With more and more social media depending on algorithms to censor sensitive or potentially offensive content, social media users have creatively turned to euphemisms and circumlocution in an attempt to evade censorship when discussing topics such as mental illness, rape, and other sensitive subjects. This research underscores the importance of algospeak as a contemporary manifestation of linguistic evolution, echoing historical coded languages used by marginalized groups for personal communication. The research seeks to comprehend the origins, applications, and implications of algospeak within the larger context of social media communication, content moderation, and the perpetual struggle between censorship and freedom of expression. It charges itself with investigating how such coded language has evolved, its function in online community formation, and the challenge posed by them to content moderation systems.

Methods/ Theoretical Basis

The article examines algospeak and its consequences through a variety of research strategies such as sociolinguistic analysis, case studies, and comparative analysis. The concept of algospeak is grounded in sociolinguistic theory. This theoretical framework addresses how language changes when social forces are involved (online in particular). The article discusses resistance theory as well. Resistance theory is more specifically focused on groups who feel constrained or limited by discourses or categories of discourse; and, it indicates how these groups create new language practices in hostile contexts. This theory also engages media and communication studies, with a particular engagement to platform governance. Platform governance closely examines how user-generated content interacts with prescriptive rules (also called prescriptions or guidelines) developed from algorithms and interfaces the digital management (as they will govern online content). Lastly, the article employs counterspeech theory. Counterspeech is a theoretical approach that suggests instead of monitoring and censoring the speech of others, it is more effective to produce new variants of stances of ideas regarding what that person has said. These theories help explain algospeak as a new form of language created from the rules/restrictions of digital literacy.

Linguistic Adaptation and Resistance of Algospeak

Algospeak, or coded language employed to circumvent social media algorithms, is being given attention by academics. The existing literature considers the influence

of social media algorithms on social learning and communication. As an example, in a review in *Trends in Cognitive Sciences*, scientists talk about algorithms reinforcing specific kinds of information, generating social misconceptions and misinformation dissemination. It is this environment that compels users to learn algospeak as a point of resistance and adaptation against algorithmic limitations (Brady, Jackson, Lindström, Crockett, 2023). Another article in *Social Media + Society* addresses how users interact with and accommodate algorithmic content choice, and how this accommodation creates responses such as algospeak. These accommodations are an extension of the larger interaction of society with digital media and the interdependence of technology and communication (Klug, Steen, Yurechko, 2023).

With the recent rise of algorithmic content moderation, online conversation has increasingly depended on internet culture and slang, giving rise to what is referred to as an “algospeak.” This “sub-language” is a result of social media users replacing words or phrases that are flagged or prohibited by platform algorithms with alternatives that can evade detection. In so doing, they effectively circumvent the restrictions imposed by these algorithms and community standards (Roger J. Kreuz, 2023).

From this ever-changing social media society, new terms and terminologies pop out and re-emerge. “Rizz,” “gaslighting,” “gatekeeping,” and “beige flags” spring out of nowhere and become part of general information in a matter of days. What language impact TikTok generates extends beyond generating new terms, generating alternatives for present terms in most cases. Sensitive and offensive subjects such as death and sexual attack become replaced with less offensive alternatives such as: Menty B = mental breakdown; Statey funes = state funeral (the period when the queen died); Platty jubes = platinum jubilee (queen’s 70th year in ruling); Corry nash = King Charles’ coronation; Genny lex = general election; Panny D = pandemic, Boom boom stick = weapon, etc.

One school of view perceives it as a new form of language resistance, in that it enables its speakers to contribute to “marketplace of ideas” in a restricted environment. That is in agreement with doctrine of counterspeech, in that it holds that best remedy for offensive speech is additional speech, not forced quiet. Nevertheless, algospeak comes with its drawback, such as generating echo chambers, misconceptions, and over-emphasis on censored information simply for being censored (Gagliardone, 2015).

From a sociolinguistic view, algospeak is a “sub-language” that reflects adaptability and inventiveness of its speakers in circumventing censorship and yet communicating in an online community. That constant development in language generates a challenge for its content moderators, who have to update algorithms regularly in an attempt to detect new euphemism (Gillespie, 2018).

“Addy” instead of “address”

“Alti” instead of “alcohol”

“Bakers” instead of “drug dealers”

“Beat stick” instead of “baton”

“Big bang toy” instead of “bomb”
“Bite stick” instead of “weapon”
“Blink in lio” instead of “link in bio”
“Boom boom stick” instead of “gun”
“BxMx” instead of “bomb”
“B0ng” instead of “bong”
“Cornucopia” instead of “homophobia”
“C@sh” instead of “cash”
“C0c@!n3” instead of “cocaine”
“D1v0rc3” instead of “divorce”
“E-p1lls” instead of “ecstasy pills”
“Firecracker” instead of “explosive”
“F0llicle friends” instead of “pubic hair”
“F@sh1on” instead of “fashion”
“F&\$k” instead of “fuck”
“Glorp” instead of “vomit”
“Grape” instead of “rape”
“Greenery” instead of “marijuana”
“G1ft” instead of “gift”
“H1gh” instead of “high”
“H@x0r” instead of “hacker”
“I3gal” instead of “illegal”
“Janes” instead of “heroin”
“K!ll3r” instead of “killer”
“Le dollar bean” instead of “lesbian” or “le\$bian”
“Leg booty” instead of “LGBTQ+ community”
“LOL” instead of “laugh out loud” or “LOL”
“L3m0n” instead of “marijuana”
“Mukbang” instead of “food porn”
“M0b” instead of “mafia”
“M0d” instead of “modify”
“Nip nops” instead of “nipples”
“N0ob” instead of “newbie”
“N@ked” instead of “naked”
“Onesie” instead of “lingerie”
“Opposite of love” instead of “hate”
“Ouid” instead of “weed”
“Panini” instead of “pandemic”
“Pepper popper” instead of “pepper spray”
“Piece” instead of “gun”
“Pow pow juice” instead of “bullet”
“P0rn” instead of “pornography”
“Plff” instead of “puff”

“Qw33n” instead of “queen”

“Rooty toot toot” instead of “firearm”

“R@ve” instead of “rave”

“SA” instead of “sexual assault”

“Saltines” as in “white people”

“Seggs” instead of “sex”

“Sh1t” instead of “shit”

“Slice and dice” instead of “knife”

“Snip snap tool” instead of “scissors”

“Spicy” instead of “sexy”

“Spicy eggplant” instead of “vibrator”

“Swimmer” instead of “sperm”

“S3x” instead of “sex”

“S@fe” instead of “safe”

“Tea” instead of “gossip”

“Thunderstick” instead of “gun”

“Tiddy” instead of “titty”

“T3rrorist” instead of “terrorist”

“Uggs” instead of “ugg boots”

“Unalive” instead of “kill”

“Unalived” instead of “dead”

“V@pe” instead of “vape”

“Wavy” instead of “drunk”

“W33d” instead of “weed”

“W@rez” instead of “pirated software”

“XxX” instead of “sex”

“X0x0” instead of “hugs and kisses”

“Yt” instead of “white people”

“Y33haw” instead of “yeehaw”

“Z0mb13” instead of “zombie”

“ZzZ” instead of “sleep”

“1337” instead of “elite”

“3v@de” instead of “evade”

“4tw” instead of “for the win” (Algospeak: The Secret Language of Social Media Creators, 2023)

For example, an algospeak term for Palestinians is ‘P*les+in1ans’ and for the flag, it is the watermelon. Like in the following photo:



A taxi adorned with a watermelon in the colours of the Palestinian flag in Tel Aviv on June 21, 2023. Photo: Zazim

(Watermelon emojis and algospeak: How UAE social media users are supporting Palestine online, 2023):

When hundreds of photos of sliced watermelon and watermelon-themed emojis began flooding their social media timelines, curiosity piqued them. All such posts were in solidarity with the cause of the Palestinians and protesting vigorously about ongoing Israeli shelling of Gaza. Green rind, white flesh, red pulp, and black seeds of the fruit have colors similar to colors of the Palestinian flag. In addition, watermelons are produced in abundance in Palestine, in the West Bank, and in Gaza.

Although etymology of algospeak is transparent, hyper-connectedness of web can conclude a different theory for its omnipresence in lexicons of TikTok. Aalgospeak is a natural, but accelerated, circle of language development. In her article in Washington Post, Taylor Lorenz delves into theory of “algospeak,” a new lexicon of euphemism social media use for evading getting blocked or down-ranked by algorithms governing big platforms.

The early days of social media, beginning with blogs, involved followers deciding whom to follow and seeing most recently posted items first. But big technology companies have gone in a direction reversing that model, prioritizing algorithms over individual preference. That has generated a homogenization of social media platforms and use of shady techniques for holding onto and attracting a following, such as Mark Zuckerberg buying out Instagram in an attempt to stop its followers from fleeing to a competing platform.

Algospeak, according to a Washington Post article, is coded language or turns of phrase social media use have developed to build a brand-safe lexicon that will not get taken down or down-ranked by content moderation algorithms (Lorenz, 2022).

There is a long list of terms of algospeak.

- “Sauce” instead of “Source”: “Sauce” is a terminology universally adopted in platforms such as Reddit, TikTok, and Twitter to request or give source of information, specifically in meme communities. It can be seen in comment sections when a request for source of information or additional information is posted (Reddin, 2013).
- Panini: It emerged during and following the pandemic when posts with any mention of it were forbidden in an effort to hinder disinformation dissemination. Others include: Panda Express, and (hilariously enough, actually) The Backstreet Boys Reunion Tour. (). “Panini” is a whimsical use of language derived from “pandemic,” paired with a ubiquitous word in use in use and in casual use. “Panini” is a substitution for actual use of “pandemic” in an effort to circumvent censorship. “Panini” is a coded, euphemistic use for discussing pandemic-related subjects indirectly. It is an example of language use in response to censorship in a positive, creative direction. “Panini” is a use of humor and inventiveness in circumventing restrictions. To use “Panda Express” and “The Backstreet Boys Reunion Tour” in its stead is an additional level of irony and humor, utilizing a shared cultural referent to diffuse impact for sensitive subjects (Panini: So we’re in a panini now?, 2023).

The emoji for a sunflower has been recontextualized to represent Ukraine with the start of the war. It is a case of semantic extension in which a sign with a general positive value or a sign for nature is recontextualized with a specific political value. The use of emoji is an expression of malleability of signs in computer-mediated communication, in which meanings can vary and depend on context. To use a sunflower can represent peace or hope, and it is in harmony with an emotion of solidarity with and sympathy for Ukraine. It employs pictorial language in an expression of solidarity and awareness-raising (Sunflower emoji: Why did the sunflower emoji become the symbol of Ukrainian resistance?, 2023).

- Blink in Lio: Charming little letter switch when inviting followers to follow somewhere else. “Blink in Lio” entails a letter switch and phonetic manipulation, converting “Blink and Lio” into a whimsical, casual direction. Online slang is characterized with such whimsicality in spelling.

The expression invites followers to follow links and directives somewhere else, employing a kind of verbal inventiveness in an attempt to grab one’s attention. The use reflects a casual, inviting tone in use in online forums. It’s crafted to remember and grab one’s attention through its unorthodox shape (Blink in lio: You can not say what you want: Using algospeak to contest and evade algorithmic content moderation on TikTok, 2023).

- Ouid: It is a phonetic misspelling of ‘Weed’. It reflects a practice in online forums of altering spelling in an attempt to evade filtering software or in an attempt to produce in-group terminology. It keeps its original sound but evades direct use of “weed.” The expression reflects a demonstration

of how speakers manipulate language in an attempt to evade censorship but preserve a sound and meaning of a word (Ouid: What is ouid? Everything you need to know, 2023).

- Seggs: Say it out loud and it's fairly apparent! "Seggs" is a tongue-in-cheek misspelling of "sex," designed to cover over the word but maintain its sound. Alteration in such a form aids in bypassing content moderation algorithms or in injecting a tongue-in-cheek humor in discussing the issue at hand. The name entails a tongue-in-cheek disposition, common in casual and web language, to refer to sensitive topics in a relaxed manner (Mukbang: The language of food porn on social media, 2023).
- Skripper: "Skripper" is a phonetic misspelling of "stripper," possibly through misspelling variation or idiosyncrasy in pronunciation in a specific group. It mirrors language development in the stripping community, possibly for developing an in-group identity or for bypassing conventional terms. The name connotes a specific subgroup's practice of manipulating language to suit its specific environment and identity (Skripper: Language evolution in the stripping community, 2023).
- Leg Booty: "Leg Booty" metaphorically connotes LGBTQAI+ identity, possibly through web culture or through memetics. The name plays with "leg" and "booty" and brings them together in a name that entered the community lexicon. The name developed during the "Adpocalypse" era of increased sensitization and coded language requirements in an era when advertisers withdrew funding for ad spaces in videos with explicit language and mature subjects.
- Cozzie Livs: a short form for "cost of living crisis," an example of language simplification in dealing with complex subjects in simple, casual language. It is an apt expression for financial hardships in a form that will resonate with its use for its use for its adherents who understand its use. It employs casual language in dealing with dire subjects, a new development towards concise and direct language in electronic communications (Cozzie livs: Is there a linguistic term for the British cost of living crisis?, 2023).

Algorithms in social networks depend on them to detect and remove offensive posts automatically, with a lot of information posted, and therefore cannot review them individually.

Algorithms remove such posts in an attempt to inhibit disinformation and offensive posts and to inhibit offensive and inappropriate posts being shared.

But many have a real purpose for discussing sensitive subjects in cyberspace. For example, sexual assault victims can gain comfort in discussing with fellow victims, and persons with self-inflicted wounds and suicidal ideation can gain comfort in forums in cyberspace. Yet, algorithms can mark such posts for deletion for terms of service abuse in a platform. Repeated offenders can have posts downgraded and become less accessible, a practice that is shadow banning.

Repeated offenders can have a post temporarily or even a lasting one removed.

To circumvent filtering, social network operators use coded language in place of forbidden terms.

Terms like “Unalive,” “Sewer Slide,” “Barcode,” and “Back to school Necklace” apply phonetic and symbolic substitution in naming sensitive subjects such as wounds and suicide. These substitutions attempt to circumvent content moderation and name sensitive subjects in a respectful manner. For instance, a creator can use spooky season in lieu of Halloween in a post in an attempt to circumvent any cultural and religious sensitivities. In a similar case, a creator can use hot leaf juice in lieu of tea in a post in an attempt to make a post sound whimsical and playful.

Such terms act as euphemism and coded language, and through them, one can name such subjects in a less confrontational and direct manner. Euphemism and code-switching act in an attempt to speak about sensitive subjects under constraint, such as platform restrictions and social sensitivities. The language toggles between freedom and having to work under platform restrictions.

Scholars draw a boundary between positive and problematic factors of Algospeak in current-day digital language.

Positive Factors:

a) Online platforms for speaking about sensitive subjects in a manner free of algorithmic filtering can safeguard marginalized groups from censorship. Nevertheless, computerized moderation algorithms interpret in a wrong manner, and critical discussion, such as discussing social wrongs, ends in muzzling (Gillespie, 2018);

b) Evading moderation restrictions enables one post real experiences and plead for one’s rights in a manner free of unjust deletion (Noble, 2018);

c) Online language keeps changing, and it proves resilient and inventive in creating new forms of expression (McCulloch, 2019; Hardaker, 2010);

d) That adaptability proves indicative of communities’ inventiveness in communicating in a manner free of restriction algorithms (Manne, 2019; Noble, 2018).

Negative Factors:

a) Obfuscatory language can cause misconceptions or act as a barrier for outsiders, lowering transparency and communicative accuracy (S. Noble, 2018);

b) Algorithm manipulation in a quest to circumvent moderation creates a “cat-and-mouse” loop in which platforms update regularly in an effort to circumvent obfuscatory language, raising complexity and lowering trust (Gillespie, 2018);

c) Employing such language tools could make disinformation or offensive content easier, allowing platforms to effectively modulate and possibly instigate malevolent activity (S. Noble, 2018).

Academic such as Dr. Kate Manne and institutes such as the Data & Society Research Institute have placed “algospeak” at a high level of study for its contribution towards shaping digital governance and language development (Manne, 2019).

Hidden Languages

The use of coded or concealed language is a proven phenomenon in human history. Clandestine forms of language have played a variety of roles, including covert activity between specific groups and coded messages in times of war. There have been numerous techniques for camouflaging language. One high-profile example is Pig Latin, a whimsical language derived through altering the location of a word's first consonant sound and adding “-ay” at its end. Clandestine use of language in such a manner stretches back to the 1600s, and it even appears in a speech in Shakespeare's “Love's Labour Lost.” In alchemy during the Renaissance, symbolic language guarded alchemist insights and observations for outsiders' eyes alone. In the 18th and 19th centuries, Polari functioned for Queer communities as a covert language for use in its community.

The nomadic communities in Ireland, in the UK, and in Europe have developed numerous “cants,” not fully developed language but constructed by these communities for purpose and survival in terms of secrecy. In modern times, oppressed groups have developed coded language for themselves, such as Polari, with use in covert communications for and between UK's LGBTQ+ community. Cockney Rhyming slang, a language with widespread name recognition, is similar in origin and continues in use to date. From a youth perspective, teens and youth adults have consistently seen motivation for veiling conversation with parental and educational authorities—for example, emoji use constitutes one of the most widespread forms of worldwide communications in use at present.

The covert language works in a protective mechanism, a form of identity creation, and a form of rebellion towards society and its controlling powers.

Leetspeak, commonly 1337 speak, or simply leet, is a variation of computer language with substitution of letters with numerical characters or special characters. Leetspeak developed in virtual gaming communities and hacker forums as a tool for ciphering messages and for having a more mysterious form of communication. Leetspeak utilizes a variety of substitution techniques, such as substituting “e” with “3” and “a” with “4.” Over time, leetspeak developed into a form of social and cultural expression, often for humoristic and aesthetic use in virtual communications.

Many forms of hidden language have developed, such as:

1. Pig Latin: Pig Latin is a language game in which a word is changed through a reordering of moving the first consonant or consonant group to the beginning of the word and adding “ay” or “yay.” For example, “hello” is changed into “ellohay” or “ellohayay.”
2. Backslang: Backslang involves reversing a word and then adding a specific prefix. As an example, “hello” is changed into “ollehay.”
3. Verlan: Verlan is a form of French cant in which a word's syllables are reversed and reorganized. For instance, “femme” (woman) is translated into “meuf.”
4. Thieves' Cant: Thieves' Cant, alternatively known as Rogues' Cant, is a

covert language for use in its target group, including thieves and subculture, in an attempt to allow them to have a coded form of conversation that will not make any sense to outsiders.

5. Jargon File: The Jargon File, alternatively titled The New Hacker's Dictionary, is a collection of casual language and computer terminology for use in software engineers and hackers. It consists of both satirical and arcane vernacular for use in technology communities.
6. Cockney Rhyming Slang: Cockney rhyming slang is a form of coded language specific to London's East End. In such vernacular, specific terms or phrases are replaced with a rhyming expression, sometimes dropping the terminal rhyming word (Green, 2015). For example:
 - “Apples and pears” stands for Stairs
 - “Trouble and strife” for Wife
 - “Dog and bone” for Phone
 - “Adam and Eve” for Believe
 - “Butcher's hook” for Look (Ayto, 2003).

Such an expression can have a lot of inventiveness and may not necessarily impart immediate meaning to unfamiliar persons not well-familiar with Cockney rhyming slang. The rise of Algospeak can then be seen as the most modern development in youth's inbuilt propensity for camouflaging the meaning of communications for incurring disfavor with controlling entities. Algospeak is a perfect demonstration of the inventive prowess of youth and web surfers in retooling at a pace similar to that of bacteria, in fact, creating new avenues for evading comprehension for technological entities that could threaten their monetization.

Conclusion

Algospeak is a testament to the unmatched flexibility of human communication in the age of digital technology. Algospeak is not merely an ad hoc solution; instead, it is a complex response to algorithmic content moderation, which reflects the ongoing struggle between technological constraint and human expression. The historical precedent of veiled languages reflects the algospeak of contemporary times. As marginalized groups in the past have learned to adopt coded forms of expression, the users of today's social media invent linguistic measures that safeguard crucial discussions on sensitive subjects such as mental health and social concerns. It is more than avoiding filters; it indeed attempts to ensure that crucial conversations remain unbroken.

The character of algospeak is double-edged. On one side, it opposes the authority of algorithmic regulation by resourcefully circumventing content filters. On the other, it stands as a testament to the tenacity of human expression amid technological repression. Platforms that seek to control narratives are greeted with an endless linguistic arms race with users who relentlessly adapt their manner of communication.

This language development has a central discovery to share regarding online conversation: technology does not exclusively control conversation. Instead, users actively redefine linguistic topographies, transforming algorithmic constraints into channels of artistic expression. Algospeak is digital resistance in the guise of an advanced language that maintains community ties within complex moderation systems.

As the platforms themselves evolve, so do the language practices that operate on them. This dynamic ping-pong between human creativity and technological constraint will probably define the future of communication on the net. Among the greatest challenges facing platform developers and content managers will be how to design systems that protect their users without violating their fundamental right to free and meaningful expression.

Finally, algospeak is not just a communicative tactic but also a testament to the revolutionary impact that online technologies have on human communication, demonstrating our ability to adapt, to express ourselves, and to be heard within an ever-changing algorithmic landscape.

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Նարինե Հարությունյան

Երևանի պետական համալսարանի
Եվրոպական լեզուների և հաղորդակցության ֆակուլտետի
Միջմշակութային հաղորդակցության անգլերենի ամբիոն,
բանասիրական գիտությունների դոկտոր, պրոֆեսոր
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ԱԼԳՈՒԵԶՎԻ ԱՊԱԿՈՒԿԱՎՈՐՈՒՄԸ. ՍՈՑԻԱԼԱԿԱՆ ՑԱՆՅԵՐԻ ՄԵՂՄԱՍՈՒՅԹԱՅԻՆ ԱԼԳՈՐԻԹՄԻԿ ԼԵԶՎԻ ՕԳՏԱԳՈՐԾՈՒՄԸ

Սույն հետազոտությունը նվիրված է Algospeak (“ալգոլեզվի”) լեզվաբանական նոր երևույթին, որն արտացոլում է լեզվի դինամիկ զարգացումը և

մարդու հարմարվողականությունը տեխնոլոգիական միջավայրում: Algospeak-ը ստեղծում է նոր բառեր, որոնք սկզբում ունեն ծածկագրված իմաստ, սակայն, լայն տարածման դեպքում դառնում են առօրյա լեզվի մաս:

Հոդվածի նպատակն է ուսումնասիրել, թե ինչպես են սոցիալական մեդիայի օգտվողները՝ առանց գրաքննության, մշակում և օգտագործում կոդավորված տերմիններ, մեղմասություններ, գաղտնի լեզուներ՝ զգայուն թեմաներ քննարկելու նպատակով: Օգտագործելով որակական վերլուծության մեթոդը՝ հեղինակը ուսումնասիրում է սոցիալական լրատվամիջոցների հաղորդագրությունները, և առանձնացնում՝ Algospeak-ի բառապաշարը, որի նպատակն է՝ համապատասխանել թվային հարթակների պահանջներին: Այս հարմարեցումները օգտվողներին ոչ միայն թույլ են տալիս կողմնորոշվել սահմանափակ թվային տարածքում, այլև փոխել համացանցի լեզվական լանդշաֆտը՝ զգայուն թեմաներին վերաբերող նյութերի (ինչպիսիք են՝ հոգեկան առողջությունը, սեռական բռնությունը, LGBS համայնքը և այլն) քողարկմամբ:

Հոդվածում եզրակացվում է, որ ալգոալեզուն ալգորիթմական հսկողության դիմադրության ձև է, որը ցույց է տալիս թվային տարածության մեջ նոր տեխնոլոգիաների, լեզվի և հասարակական վարքի դինամիկ փոխազդեցությունը:

Հիմնաբառեր. ալգոլեզու, մեղմասություններ, կոդավորված լեզու, թաքնված լեզու, թվային հարթակներ, սոցիալական մեդիայի հաղորդակցություն:

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РАСШИФРОВКА АЛГОЯЗЫКА: ИСПОЛЬЗОВАНИЕ ЭВФЕМИСТИЧЕСКОГО ЯЗЫКА АЛГОРИТМОВ СОЦИАЛЬНЫХ СЕТЕЙ

Данное исследование посвящено возникновению «алгоязыка» (*algospeak*) — лингвистического феномена, при котором пользователи социальных сетей адаптируют язык, чтобы обойти алгоритмическую модерацию контента. Целью исследования является изучение того, как пользователи социальных сетей разрабатывают и используют закодированные термины, такие как «*unalive*» (обозначающий смерть), для обсуждения деликатных тем без автоматической цензуры. Используя качественный анализ сообщений в социальных сетях и тематические исследования, автор показывает, как эти лингвистические адаптации не только позволяют пользователям ориентироваться в ограниченном цифровом пространстве, но и способствуют формированию солидарности и общей идентичности. Результаты исследования

подчеркивают двойственную роль алгоритмов в модерации онлайн контента. Несмотря на то, что они и предназначены для предотвращения распространения вредоносных материалов, тем не менее они непреднамеренно подавляют критические дискуссии по таким вопросам, как психическое здоровье и сексуальное насилие. Появление *алгоязыка* также затрагивает более широкую тему социокультурной адаптации в цифровом пространстве. Такая адаптивность подчеркивает изменчивость цифровых идентификационных данных и способы, с помощью которых онлайн сообщества ориентируются и изменяют свой языковой ландшафт. В статье делается вывод о том, что *алгоязык* представляет собой форму сопротивления алгоритмическому контролю, иллюстрирующую динамическое взаимодействие между новыми технологиями, языком и социальным поведением в цифровом пространстве.

Ключевые слова: алгоязык, эвфемизмы, закодированный язык, скрытый язык, цифровые платформы, общение в социальных сетях.

Հոդվածը խմբագրություն է ներկայացվել՝ 2025թ. ապրիլի 8-ին:

Հոդվածը հանձնվել է գրախոսման՝ 2025թ. ապրիլի 16-ին:

Հոդվածն քննարկվել է տպագրության՝ 2025թ. հունիսի 11-ին: