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FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUISTIC AND CULTURAL ENVIRONMENT: THE INFLUENCE OF INTERNET COMMUNICATIONS

Особенности развития современной лингвокультурной среды: влияние интернет-коммуникаций

Research goal: The aim of this study is to analyze the role of internet communications in shaping the modern linguistic and cultural environment, as well as to study the frequency of the influence of internet slang in the online environment on cultural norms and values.

Research results: The study revealed that internet communication has a particular specificity in both professional and non-professional communication spheres.

Examples of the particular specificity of internet communication in the professional sphere may include the use of corporate chats, email, and video conferences to discuss work-related issues. In the non-professional sphere, internet communication can manifest through social media, messengers, and forums, where people engage in discussions on various topics, share memes, jokes, and personal stories. Here, specific vocabulary, abbreviations, and emojis are also used to express emotions and attitudes towards the topics being discussed. In both cases, internet communication differs from traditional oral or written communication in real life and has its own characteristics associated with the use of new technologies and internet capabilities. I conducted some search among a group of people, and here's what I found: in the professional sphere, the use of abbreviations, emojis, and slang words is not as common as in the non-professional sphere. Only about 20% of respondents stated that they occasionally use emojis or abbreviations in work-related correspondence, especially when it comes to informal communication with colleagues. However, the majority of respondents (about 80%) prefer to use a more formal and professional language in their work communication. Regarding the use of emojis, slang words, and abbreviations in internet communication in general, about 60% of respondents stated that they often use emojis and slang words when communicating on social media, messengers, and forums. This is because using emojis helps them express their emotions and attitudes towards the topics being

discussed. Also, about 40% of respondents stated that they often use word abbreviations in internet communication for time-saving and convenience.

Despite the fact that TikTok and other social media platforms provide people with the opportunity to communicate with other cultures, only about 30% of respondents stated that the use of emojis, slang words, and abbreviations from other cultures has influenced their own language in internet communication. Most respondents prefer to use emojis, slang words, and abbreviations that are more familiar and understandable to them.

An interesting result of the study was the identification of the low level of research and development of internet communication, despite its increasing presence in our daily lives. Thus, this study allows us to expand our understanding of the influence of internet communications on the modern linguistic and cultural environment. Each type of internet communication forms signals of aesthetic, philosophical, and ethical information structured in a unique way to stimulate textual and intertextual associations.

It was also found that internet communication can control the recipient's perception of the text, generating various "codes" of interpretation of hidden meanings, as well as negative or positive evaluative emotions. In conclusion, this study allows for a better understanding of the influence of internet communications on the modern linguistic and cultural environment, and also emphasizes the need for further research in this area to fully understand the changes in the linguistic and cultural environment under the influence of the internet.

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CHANGES IN THE SPOKEN VOCABULARY OF THE ENGLISH LANGUAGE OVER THE PAST 5 YEARS

Изменения в разговорной лексике английского языка за последние 5 лет

The purpose of my research is to describe and systematize some factors which affect changes in the lexical structure of the modern English language. Moreover, to find out which new words appeared in the last 5 years and discover their meaning.

Global Language Monitor counted that a new word might appear every 98 minutes. If you believe this data, then every year the dictionary is able to increase by 5363 words. The language inevitably undergoes various changes in its structure. All of them are directly related to the development of society, science, culture and techniques. Neologisms are formed because of the evolution process of these factors