

representative of a social group on the basis of a stereotype; they encountered being stereotyped as well.

Stereotypes still dominate people's minds. It can be difficult to get rid of old thinking patterns, but while offering an obvious way of life stereotypes restrain us and deprive us of the opportunity to co-exist harmoniously with others.

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## **FASHION FOR WORDS: THE DIACHRONIC ASPECT**

### **Мода на слова: диахронический аспект**

In today's scientific world, Internet communication, is an important subject for study. As time goes, the World Wide Web as a communicative field is significantly changing, which reflects changes in different aspects, firstly in communication between naïve (who do not have a specialized philological education) and native speakers. The evolution of language is traced through language lexical units that undergoes significant changes even in a short period, for example, in the third decade of the 21st century compared to the second one. In this regard, the particular urgency is given to the need for in-depth study of the Belarusian, Russian and English metacommunicative comments, which illustrate the notion of “buzzword” from the point of view of the members of the appropriate linguoculture in diachrony.

*The scientific novelty* is that the ‘fashionable words’ of 2022 were firstly chosen and compared with the ‘buzzwords’ of 2017 and the diachronic changes were revealed. On the basis of the conducted research was firstly created the author's mobile application "Trendy Words".

*The object of the research* is metacommunicative message with the lexical marker “buzzword” and its equivalents. *The subject of the research* is represented by the changes of lexical units marked as “fashionable” by native speakers themselves during two last decades of the 21-st century.

*The aim of the research* is to identify the vocabulary dynamics of metacommunicative comments with the evaluation of words as “fashionable” in the Belarusian, Russian and English Internet communication in 2017 and 2022.

*The practical value* of the project is that people who have some difficulties with understanding a certain kind of vocabulary used by young people both in everyday life and on the Internet can get acquainted with these words using these dictionaries.

During the research we have analyzed 374 micro-contexts in 2017 and 292 in 2022 with the metamarker “fashionable word” taken from the Internet commentaries

of Belarusian, English and Russian-speaking users discussing various topics via social networks for public exchange of messages using Web interface, Twitter, Instagram, Facebook and Tic-Tok.

#### The main information of the research work

	2017			2022		
	Belarusian	Russian	English	Belarusian	Russian	English
number of micro contexts	6	59	199	13	169	220
thematic groups	social life 4(68%) feelings \emotions 1(16%) religion 1(16%)	social life 33(20%) business\ economics 21 (12%) Feelings\ emotions 18 (11%) Internet 13 (9%)	social life 64(30%) politics 45(22%) words with direct meaning 28 (13%) feelings\ emotions 27(12%)	social life 7 (54%) nature\ecology 3 (25%) Internet 1(7%) medicine 1(7%)	social life 33 (46%) Internet 11 (15%) feelings\ emotions 10 (14%) psychology 5 (7%)	social life 66 (32%) Internet 36 (16%) feelings\ emotions 21(10%) politics 19 (8%)
features of the Internet discourse	words are almost never marked as fashionable; the language is seldom used at the reflexive level	singled out a separate group in its direct metacommunicative meaning.	the notion of words is discussed but not the words themselves	Belarusian internet users don't feel the "fashion trends" in their own language; borrowings are used	distinguished the thematic group arguments against; stronger reaction on the events in social life	the reflexivity is often aimed at the language; the appearance of new words is usually selected

*The product of our research* is a printed dictionary and a dictionary, which was created in the form of a mobile application "Trendy Words", based on the cross-platform game engine "Unity". They are divided into vocabulary entries of 2017 and 2022 with 3 language sections. Each section consists of the dictionary entries with the explanation of lexical meaning of separate 'fashionable' words, including the examples of internet comments, which characterize the given word as "fashionable".