

New technologies contribute to the globalization of language. Thanks to various social networks and instant messengers, people can communicate and keep in touch from different parts of the world, which contributes to the mixing of languages and cultures. English has become a global language, which has consequently led to the borrowing of words and expressions from other languages, and led to the emergence of new hybrid forms.

Technology is also influencing changes in grammatical structures. In conditions of rapid communication on social networks and instant messengers, users often resort to abbreviations and emoji, which leads to a simplification of the language. However, such changes thus reflect the adaptation of the language to new conditions of communication, where speed and conciseness become a priority.

Modern technologies expand vocabulary, change grammatical structures and develop new forms of communication, which have a significant impact and change people's lives. However, these changes cause both positive and negative consequences. On the one hand, technology facilitates faster and more effective communication. On the other hand, they can threaten linguistic diversity and traditional forms of expression. But new technologies bring much more positive changes to language and methods of its use and radically change a person's life for the better.

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## **ORTHOGRAPHIC FEATURES OF ELECTRONIC DISCOURSE IN FORUMS**

### **Орфографические особенности электронного дискурса на форумах**

Internet communication plays a key role in personal relationships, business and education allowing people to communicate in real-time, access resources, and participate in global discussions. The aim of the work is to research the orthography of electronic discourse in English-speaking and French-speaking forums.

The orthography of electronic discourse in forums is unique and reflects the desire for fast information exchange. One of the key orthographic features is the *simplification of spelling*. Users often abbreviate words to speed up typing, e.g., «please» becomes «pls» and «people» becomes «ppl». In French-speaking forums, a similar phenomenon is observed: «c'est» becomes «c» or «s», and «tu» is shortened to «t». Such changes make the communication more responsive and are in line with the dynamics of online communication.

*Word distortion* is also common, especially among youth audience. Words are changed to create a relaxed informal and lively atmosphere, e.g., «cool» can become «kewl» and «good» can become «gud».

Another distinctive feature is *accentuation through spelling*. Users often repeat letters to enhance emotional colouring, e.g., «so happy» becomes «sooo happy». This gives messages expressiveness. *Capitalisation* of words is also used to highlight important phrases such as «IMPORTANT» or «READ THIS», which draws attention to key parts of the text.

*Mistakes and typos* in forums are not strictly criticised. The rapidity of exchanging messages leads to spelling mistakes, which are accepted as an inevitable part of communication. French-speaking users as well as English-speaking users, are prone to *misspellings and abbreviations*: e.g., «j'ai» can be shortened to «g». *Ignoring punctuation* is another feature. Commas and full stops are often omitted, which makes the texts relaxed and speeds up the process of communication. *Borrowings* from English, such as «FYI» (For Your Information), are becoming popular, especially in professional discussions.

*Abbreviations and acronyms* save time and effort when communicating, make communication more dynamic and convenient. French abbreviations such as «tkt» instead of «t'inquiète» (don't worry) or «pk» instead of «pourquoi» (why) resemble the English abbreviations «pls» (please) and «b/c» (because).

Spelling patterns vary depending on the audience of the forum. Youth forums often display innovative forms of communication, such as YOLO (You Only Live Once) or SMH (Shaking My Head), which emphasise the communication style of certain user groups. They adapt the language to their needs, creating a unique environment for free and expressive communication.

Forums are becoming an important element of modern communication, reflecting changes in language and culture.

Francophone forums, like English-speaking forums, exhibit unique traits based on cultural and linguistic differences. For example, the use of «vous» instead of «tu» is more common in formal communication, especially when addressing strangers or elders. This differs them from English-speaking forums, where the universal «you» is usually used. Also, French-language forums include cultural references and idioms specific to French culture, such as «à tout à l'heure» (see you soon) or «ça marche» (agreed). Despite similarities in spelling practices, Francophone and Anglophone forums also show unique features resulting from their cultural and linguistic differences. For example, French-speaking forums are more likely to maintain formality in communication and use specific cultural idioms in the language.

Thus, forums are an important element of modern communication, where linguistic innovations, abbreviations and informality reflect current trends in the language used.