

and stimulates their willingness to apply foreign language skills in practice. This leads to improved academic outcomes and enhances the overall effectiveness of foreign language education.

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LINGUOCULTURAL FEATURES OF COMMUNICATION IN DIGITAL COMMUNITIES

Лингвокультурные особенности коммуникации в цифровых сообществах

The aim of this research is to explore the linguocultural features of communication in digital communities and to determine how technological development influences linguistic behavior and cultural identity in online environments.

Digital communication has become a dominant form of interaction, shaping new linguistic norms and social practices. Online platforms such as social media, forums, and messaging applications create virtual spaces where language evolves rapidly and reflects cultural diversity. Digital communities unite people by shared interests rather than geography, resulting in hybrid forms of communication that combine spoken and written elements.

One significant feature of online discourse is the widespread use of abbreviations and acronyms. Expressions such as LOL (laughing out loud), BRB (be right back), BTW (by the way), IDK (I don't know), and IMHO (in my humble opinion) enable users to communicate quickly and efficiently. These abbreviations also carry additional cultural meanings: they express informality, closeness, shared background knowledge, and belonging to a particular digital culture. Along with abbreviations, emojis, reaction stickers, GIFs, and memes serve as tools for conveying emotions, irony, and humor, helping compensate for the absence of nonverbal cues.

Digital communication blurs the line between formal and informal language. Creative spelling, code-switching, and borrowing from other languages increase expressiveness and foster linguistic inclusivity. Such innovations reflect adaptation to the fast pace and multimodality of online interaction. Users become co-creators of language, participating in the continuous transformation of discourse.

From a cultural standpoint, digital communication facilitates intercultural exchange. However, it also raises concerns about linguistic homogenization, especially due to the dominance of English as the global language of the internet. While Anglicisms enrich other languages with new meanings, they may simultaneously weaken national linguistic identities.

Another important phenomenon is the construction of multiple linguistic identities online. Users select linguistic markers depending on the community and communicative goal, demonstrating identity fluidity in the digital age. Media literacy and awareness of cultural norms thus become essential components of successful online interaction.

The results of this research show that communication in digital communities represents a complex interplay between language, culture, and technology. Digitalization transforms traditional models of meaning-making and contributes to new ways of expressing social belonging. Further study is needed to analyze the long-term impact of these processes on the preservation of linguistic diversity and intercultural understanding in the global online space.

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PROBLEMS AND TRENDS IN THE FORMATION OF A MODERN LINGUISTIC AND CULTURAL ENVIRONMENT

Проблемы и тенденции формирования современной лингвокультурной среды

The modern linguistic and cultural space is constantly evolving under the influence of globalization, social change, language development, and digital technologies. These factors shape a more unified global environment while simultaneously creating new challenges.

Globalization and digitalization, their impact on language trends. Globalization has a significant impact on linguistic and cultural processes, leading to both the unification and transformation of cultural elements, including language. The spread of English as a global language has become an important aspect of globalization [1]. English is used in various contexts, from entertainment to official documents in most countries. Business, science, and information technology all require the use of English. In the age of highly developed technologies, there is an opportunity to gain knowledge, have fun and communicate with people from anywhere in the world. Scientific works, books, TV series – all this has at least two translations, one of which is in English. This has led to English becoming a part of our lives and being integrated into many aspects of our existence. This process has led to the borrowing of Anglicisms, which often influences the lexical structure of national languages. On the one hand, there is a risk of the disappearance of many languages, and people may also forget the unique features of their culture. On the other hand, social networks, messengers, blogs, and many other platforms create new opportunities for communication and information sharing [1]. As a result,