

making the learning of literacy and acquaintance with classical literature an exciting experience [2].

References

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

Проблемы и тенденции формирования современной лингвокультурной среды

Language is never static – it evolves in response to social, cultural, and technological change. In 2025, English has been notably reshaped by two dominant forces: TikTok and artificial intelligence (AI). Both have accelerated the creation and spread of new vocabulary, transforming how people express themselves and perceive communication.

TikTok functions as a global «language accelerator», rapidly diffusing slang through short-form, algorithmically promoted content. It has introduced new words, shifted meanings, and even altered the way people perceive communication proper. For example, here are several terms to illustrate this process:

Delulu («Погружение в собственные иллюзии и мечты»): A playful abbreviation of delusional. The term is often used in parasocial fan cultures to describe unrealistic expectations, while simultaneously acknowledging them with self-irony (e.g., *I know I'm delulu, but it keeps me happy*);

Girl math («Девичья математика»): The term emerged in social media discourse, particularly on TikTok, as a humorous framework through which individuals – primarily women – rationalize spending habits in non-traditional or seemingly illogical ways. It does not refer to mathematics in the formal sense, but rather to a playful discursive practice of reinterpreting economic transactions in ways that make purchases appear financially justifiable or even «free»;

Rizz («Стиль», «Харизма»): Derived from *charisma*, *rizz* signifies social charm, particularly in the context of flirting;

NPC («Неигровой персонаж»): This term is borrowed from gaming, where it denotes a «non-playable character», the term now describes conformist individuals lacking originality.

Collectively, these terms highlight how TikTok's linguistic ecosystem values authenticity, creativity, and cultural commentary, while also blurring the boundary between entertainment and identity.

AI has also become a powerful linguistic driver. As generative models integrate into daily communication, they influence both vocabulary and expression. Slang like *brainrot* ('digital fatigue') and programming metaphors such as the suffix *-coded* (e.g., *That sounds ChatGPT-coded*) reflect the merging of technical and colloquial registers. AI's role in suggesting emojis, GIFs, and memes fosters multimodal expression, where meaning arises from text and imagery alike.

Concerns over authenticity have emerged as AI-generated language grows pervasive. This tension has influenced stylistic choices, with individuals consciously avoiding overly polished phrasing to preserve an aura of originality. Thus, AI functions both as a linguistic innovator and as a cultural reference point against which authenticity is negotiated.

In 2025, English reflects the dual influence of TikTok and AI, both of which accelerate the pace of linguistic innovation. TikTok introduces culturally charged slang such as *delulu*, *tradwife*, *rizz*, and etc., while AI contributes new metaphors, stylistic markers, and multimodal practices. Together, these forces demonstrate that English is not only a tool of communication but also a dynamic cultural artifact, shaped by the technologies and communities that use it. Rather than signaling decline, the transformations of 2025 highlight the ongoing capacity of English for reinvention in response to the demands of a digital and algorithmic age.

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THE INFLUENCE OF SOCIAL NETWORKS ON THE EVOLUTION OF LANGUAGE AND COMMUNICATION NORMS

Влияние социальных сетей на эволюцию языка и нормы коммуникации

Social networks represent a unique phenomenon of the twenty-first century that has firmly embedded itself in people's lives and revolutionized communication and interaction with others. This integration has significantly impacted language and communication itself