

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.

V. Gorodnikova

В. А. Городникова

БНТУ (Минск)

Научный руководитель Н. И. Липлянина

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

and continues to transform them. The relevance of the topic stems from the impossibility of imagining modern communication without social networks. The aim of the study is to examine the influence of social networks on the evolution of language and communication norms.

In the modern world, there is a noticeable trend toward speech economy. The reasons include not only the accelerated pace of life but also the specifics of communication in social networks.

Language has adapted to the brevity and informality of social networks, leading to the emergence of new linguistic strategies, such as abbreviations and acronyms [1]. The drive to convey the maximum amount of information with minimal linguistic means has grown to such an extent that the use of abbreviations and acronyms is observed not only in online communication but also in face-to-face interactions. Abbreviations like LOL (Laughing Out Loud), ASAP (As Soon As Possible), and IMHO (In My Humble or Honest Opinion) serve as vivid examples of language evolution and changes in communication norms.

The aforementioned elements belong to slang (a specific informal language), which also includes words and phrases that can briefly and expressively describe a particular situation. Social networks often serve as the birthplace of slang. Beyond its conciseness, the popularity of slang usage stems from the opportunity to feel part of a group, making it widespread not only in online communication but also extending beyond its boundaries.

Social networks have created fertile ground for linguistic creativity and innovation. Users constantly invent new words, expressions, and memes that spread rapidly across platforms. Memes, in particular, have become a prominent form of online communication, conveying ideas, humor, and social commentary through visual images or videos accompanied by specific captions [2]. This also includes emojis (small images or icons that carry an emotional message), which are now indispensable in any correspondence.

Social networks enable rapid communication on a global scale, creating the illusion that «everyone is nearby» and available for discussion on any topic. The simultaneous discussion of hobbies, viral videos, major world events, and more by millions of people fosters a collective experience of the moment and erases boundaries between individuals. This close type of relationship in social networks affects face-to-face communication: people increasingly forget about etiquette, hierarchy, and use informal speech with strangers.

The influence of social networks has also extended to communication norms in business interactions. Habits from social networks have gradually seeped into official correspondence, making professional dialogues softer and more informal.

Thus, social networks have undoubtedly exerted a profound influence on the evolution of language and communication norms. Modern language can now be characterized by brevity and conciseness of thought, while communication norms feature high response speed and informality. The integration of social networks has changed how we interact with others and blurred the boundaries between oral and written speech.

References

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К. Д. Грук

К. Д. Грук

БГЭУ (Минск)

Научный руководитель Ю. В. Маслов

VERBAL SELF-PRESENTATION STRATEGIES AS A LINGUACULTURAL PHENOMENON

Вербальные стратегии самопрезентации как лингвокультурный феномен

This research conducted in the framework of the activities by the Communicator student research laboratory is dedicated to the analysis of verbal self-presentation strategies as a complex linguacultural phenomenon. In the context of globalization and digitalization, where effective communication becomes a key resource for personal and professional success, the ability to purposefully construct one's own image through speech is of particular importance. The empirical base for the course paper was the analysis of the communicative behavior of the popular TV series' character Negan Smith, whose image is a vivid example of the deliberate use of language to establish and maintain power.

Self-presentation is understood as a fundamental socio-psychological phenomenon, rooted in the basic needs of the individual: affiliation, recognition, dominance, and the pursuit of social success. It serves a dual function, acting, on the one hand, as a process of purposeful psychological influence on an audience, and on the other, as a complex social phenomenon of communication, linked with the individual's self-concept and social identity.

The theoretical basis of the study consists of two key approaches. The social-dramaturgical approach of E. Goffman provides a metaphorical and structural framework, presenting self-presentation as «role-playing» on the «stage» of social interaction, where the key concepts are «front» and «face-work» [1]. The motivational approach of E. Jones and T. Pittman offers a concrete tool for analysis, identifying five key strategies for achieving interpersonal power: «ingratiation», «self-promotion», «intimidation», «exemplification», and «supplication» [2].