

THE INFLUENCE OF SOCIAL MEDIA AND INTERNET COMMUNICATION ON MODERN LANGUAGE

Влияние социальных сетей и интернет-коммуникации на современный язык

This research explores the ways in which social media and digital platforms are reshaping contemporary language, impacting vocabulary, grammar, and communication standards. The emergence of the internet, coupled with the rapid growth of social networks, has instigated one of the fastest and most significant shifts in communication since the invention of the printing press. This digital transformation has not only modified our modes of interaction and information sharing but has also fundamentally altered the very essence of language. Modern communication is advancing at an unprecedented speed, shaped by both the limitations and opportunities presented by the online landscape, leading to the development of a unique digital vernacular that blends efficiency, creativity, and innovative social engagement. The repercussions of this digital environment on vocabulary, grammar, and communication practices are extensive, flowing from the virtual realm into our daily dialogue and writing, presenting both new possibilities and considerable challenges for preserving linguistic clarity.

One of the most prominent effects of social media on language is the significant growth of our vocabulary. New phrases and terms appear, are adopted, and gain traction at an astonishing pace. Words like «selfie», «ghosting», «cancel culture», «influencer», and «doomscrolling» have made their way from specialized internet jargon into widely recognized dictionaries, effectively capturing intricate modern realities. Beyond single words, hashtags have emerged as a distinctive linguistic device, functioning as metadata, conversation indicators, and means of engagement in global trends. This continual generation of new terminology serves as a testament to the inventiveness of online communities while simultaneously expediting the natural evolution of language, often leaving older generations striving to keep pace with the shifting landscape of meanings. Additionally, the worldwide character of the internet has enabled an unparalleled level of cross-linguistic impact, with English-based internet slang frequently being woven into other languages, resulting in hybrid modes of expression.

Contemporary written communication, fueled by a need for rapidity and succinctness, has seen notable alterations in grammar and syntax, becoming increasingly simplistic and informal. Initial length constraints on platforms like Twitter and the demand for immediate information exchange in messaging applications have prioritized brevity at the expense of accuracy. Consequently, new standards have arisen: neglecting capitalization and

punctuation, widespread use of abbreviations like «LOL», «BRB», and «IMO», and intentional use of lowercase letters to establish a friendly and laid-back tone. Emojis and GIFs have transformed into influential tools that enhance or even substitute for text, conveying tone, emotion, and subtleties that are challenging to articulate with words. This «visual grammar» enables a more expressive and efficient style of communication, compensating for the absence of non-verbal cues. While some regard this phenomenon as a decline in language quality, it can be seen as a practical adaptation to the characteristics of the digital landscape.

In summary, the diverse impact of social media and online communication on modern language is unmistakable. It has fostered the democratization of linguistic creativity, enriched our vocabulary with terms that reflect the digital experience, and encouraged new forms of visual storytelling. Simultaneously, it has ushered in a trend of informality that may blur the lines between various communication contexts and diminish the clarity and precision necessary in academic, professional, and public discourse. This ongoing evolution of language is irreversible and continues to unfold.

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DISCURSIVE REPRESENTATION OF HUNGARY IN BELARUSIAN ONLINE MEDIA: A LINGUOCULTURAL PERSPECTIVE

Дискурсивная репрезентация Венгрии в белорусских интернет-СМИ: лингвокультурная перспектива

The aim of this study – to examine how Hungary is represented within the Belarusian digital linguistic and cultural environment by comparing discourse found on Onliner.by (the news source, covering political, economic, and societal developments both in Europe and globally) and interlux.by (commercial site targeting Belarusian travelers by promoting tours to various European destinations, including Hungary).

The corpus of materials from Onliner.by demonstrates that Hungary is primarily associated with international politics and socio-economic developments. News reports tend to emphasize the country's relationship with the EU, domestic political debates, and economic indicators relevant to regional dynamics. The tone is neutral and institutional, often relying on official analytical statements or expert commentary: «аналитики считают», «По данным Евростата, инфляция в Венгрии снизилась до...», or «Эксперты отмечают, что решения Будапешта могут повлиять на региональные цепочки поставок», which reinforces the credibility-focused style of the platform.