THE EVOLUTION OF THE ENGLISH LANGUAGE IN THE AGE OF THE INTERNET AND SOCIAL MEDIA

A EVOLUÇÃO DA LÍNGUA INGLESA NA ERA DA INTERNET E DAS MÍDIAS SOCIAIS

ЕВОЛЮЦІЯ АНГЛІЙСЬКОЇ МОВИ В ЕПОХУ ІНТЕРНЕТУ ТА СОЦІАЛЬНИХ МЕРЕЖ

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Abstract. The article presents a comprehensive analysis of the impact of the internet on language, elucidating both the positive and negative aspects of this phenomenon. The principal objective is to identify the principal changes occurring in language as a consequence of the influence of digital technologies and social media, and to assess their impact on language culture and communication. The article provides a comprehensive overview of the Internet' impact on language, encompassing both positive and negative aspects of this impact. The positive effects include the enrichment of the lexicon, accelerated dissemination of information, and the creation of new forms of communication. Conversely, the negative effects include the simplification of language, the loss of cultural and linguistic features, and the spread of misinformation. Specific focus is given to contemporary trends and developments in online communication, which contribute to the formation of novel communicative norms and etiquette. In light of the accelerated pace of technological advancement and the growing influence of the Internet in our daily lives, it is crucial to examine its impact on language and communication. An understanding of the positive and negative aspects of this impact enables the assessment of how the digital age is changing our language and ways of communication. Furthermore, it facilitates the development of strategies for the preservation of linguistic richness and cultural identity. The article will be of interest to those engaged in the study of language and communication, as well as to a wider audience of readers with an interest in the latest developments in language and technology.

Keywords: language, English, technology, development, linguistics.

Resumo. El artículo presenta un análisis exhaustivo del impacto de Internet en el lenguaje, elucidando tanto los aspectos positivos como negativos de este fenómeno. El objetivo principal es identificar los principales cambios que ocurren en el lenguaje como consecuencia de la influencia de las tecnologías digitales y las redes sociales, y evaluar su impacto en la cultura lingüística y la comunicación. El artículo proporciona una visión general del impacto de Internet en el lenguaje, abarcando tanto los aspectos positivos como los negativos. Por el contrario, los efectos positivos incluyen el enriquecimiento del léxico, la difusión acelerada de la información y la creación de nuevas formas de comunicación. Por el contrario, los efectos negativos incluyen la simplificación del lenguaje, la pérdida de características culturales y lingüísticas y la propagación de información errónea. Se presta especial atención a las tendencias y desarrollos contemporáneos en la comunicación en línea, que contribuyen a la formación de nuevas normas y etiquetas comunicativas. A la luz del ritmo acelerado del avance tecnológico y la creciente influencia de Internet en nuestra vida diaria, es crucial examinar su impacto en el lenguaje y la comunicación. La comprensión de los aspectos positivos y negativos de este impacto permite evaluar

cómo la era digital está cambiando nuestro lenguaje y formas de comunicación. Además, facilita el desarrollo de estrategias para la preservación de la riqueza lingüística y la identidad cultural. El artículo será de interés para quienes se dedican al estudio del lenguaje y la comunicación, así como para un público más amplio de lectores interesados en los últimos avances en el lenguaje y la tecnología.

Palavras-chave: lenguaje, inglés, tecnología, desarrollo, lingüística.

Анотація. У статті представлено комплексний аналіз впливу Інтернету на мову, з'ясовано як позитивні, так і негативні сторони цього явища. Основна мета – визначити основні зміни, що відбуваються в мові внаслідок впливу цифрових технологій і соціальних медіа, та оцінити їх вплив на мовну культуру та комунікацію. У статті подано комплексний огляд впливу Інтернету на мову, охоплюючи як позитивні, так і негативні аспекти. Серед позитивних ефектів – збагачення лексикону, прискорене поширення інформації, створення нових форм спілкування. І навпаки, негативні наслідки включають спрощення мови, втрату культурних і мовних особливостей і поширення дезінформації. Особливу увагу приділено сучасним тенденціям і розробкам онлайн-комунікації, які сприяють формуванню нових комунікативних норм і етикету. У світлі прискорених темпів технологічного прогресу та зростаючого впливу Інтернету на наше повсякденне життя вкрай важливо вивчити його вплив на мову та спілкування. Розуміння позитивних і негативних аспектів цього впливу дає змогу оцінити, як епоха цифрових технологій змінює нашу мову та способи спілкування. Крім того, це сприяє розробці стратегій для збереження мовного багатства та культурної самобутності. Стаття буде цікава як тим, хто займається вивченням мови та комунікації, так і ширшій аудиторії читачів, які цікавляться останніми розробками мови та технологій.

Ключові слова: мова, англійська мова, технології, розвиток, лінгвістика.

1. INTRODUCTION

The study of linguistic change in the English language is of significant importance for a number of reasons. As a global language of communication, English is subject to constant evolution and adaptation in response to changes in society, culture, and technology. The advent of the Internet and social media has precipitated an acceleration in the process of language evolution, rendering the study of these changes particularly pertinent.

English is one of the most widely spoken languages globally. It is employed in the context of international diplomacy, scientific discourse, educational institutions, commercial enterprises, and in the course of everyday communication by millions of individuals. An awareness of the alterations occurring in the English language enables a more profound comprehension of global tendencies and cultural transformations. The advent of modern technologies, in particular the Internet and social media, has significantly impacted the way in which we communicate. Such technologies facilitate the rapid dissemination of novel lexical items, idiomatic expressions, and modes of communication. The examination of these alterations enables comprehending the manner in which technology influences linguistic evolution and to anticipate potential future developments (Kinoshita, 2023).

The study of linguistic evolution, particularly the impact of the Internet and social media on the English language, is of significant contemporary relevance. As technology increasingly integrates into daily life, it reshapes communication, creating new linguistic norms and transforming traditional structures. This research is particularly timely in the context of globalization, where digital platforms serve as conduits for cross-cultural exchange and the rapid dissemination of information. The ubiquity of digital communication tools has introduced novel vocabulary, altered grammatical conventions, and fostered the blending of languages, all of which warrant scholarly investigation to understand the broader implications for language, culture, and education (Mattos, 2023).

The primary aim of this research is to explore the multifaceted effects of the Internet and social media on the English language. It seeks to identify and analyze the positive and negative changes in vocabulary, grammar, and communication styles brought about by digital technologies. By examining these transformations, the study aims to provide insights into how language adapts to technological advancements and to propose strategies for preserving linguistic richness and cultural identity in the digital era. Through this analysis, the research contributes to the broader discourse on the dynamic relationship between language and technology.

When working with a scientific text, a person faces the difficulty of understanding information even in his or her native language, so a text in a foreign language will be difficult to perceive if a person does not have sufficient knowledge in the field of activity to which the text is devoted. Moreover, in such texts, we encounter a large number of abbreviations, acronyms, noun phrases, various references to other materials. Therefore, the first step is to identify the area of technical English that is required for the work. This may include engineering, medicine, design, manufacture, assembly, properties of materials, construction and architecture, calculation and measurement, etc. Knowledge of the vocabulary of a particular subject is not the only requirement for understanding a technical text in a foreign language. Such texts contain a large number of complex grammatical structures, such as the passive voice, inversions, gerunds, plural forms, numbers and the use of mathematical symbols in writing.

They all determine the formal style of presentation of information and make the translation of the text much more difficult. Knowledge and correct use of grammatical structures are the basis for competent communication in a foreign language. No matter what field a person works in, knowledge of English is a valuable asset. A person has the opportunity to enrich his knowledge by using sources of information not only in native language. There is no need to wait for a translation of sometimes outdated information in order to use it in the work. The use of available, new sources of information contributes to the transition to a new level of education and awareness (Migunov, 2023, p. 55-57).

In addition, knowledge of English opens up opportunities to participate in serious international projects. A person who speaks English is able to discuss complex work processes with colleagues and communicate effectively with clients and end users. It can be observed that alterations in language frequently mirror shifts occurring within society and culture. The emergence of new words and expressions may be attributed to the advent of novel phenomena, technologies, and social movements. The study of these changes enables linguists and sociologists to gain a deeper insight into cultural processes and social trends.

The study of linguistic change is a crucial aspect of the process of adapting educational programs and teaching methods. It is essential that teachers and educational materials reflect contemporary forms and styles of communication in order to facilitate effective learning. An understanding of linguistic change is essential for the creation of more relevant and useful educational resources.

The academic community places great importance on the study of language change. Linguists investigate the emergence of new words, expressions, and grammatical structures, and their impact on the overall structure of language. Such studies facilitate a more profound comprehension of the essence and evolutionary trajectory of language (Aliyeva, 2017, 2022). An awareness of contemporary linguistic changes enables the prediction of future developments in a language. This is particularly crucial in the context of globalization and the mutual influence of languages. Linguists can utilize this knowledge to develop strategies for the preservation and development of languages in a rapidly changing world. Consequently, the investigation of alterations in the English language encompasses a multitude of dimensions. It facilitates comprehension of the influence of technology on communication, reflects social and

cultural transformations, enables the adaptation of educational programs, and possesses significant academic merit. In the context of digital technology and globalization, the study of language change assumes particular significance, given the unprecedented speed and scale of linguistic change.

ICT, the digital technologies, are powerful educational tools; and their use has a significant role to play in transforming the pedagogy of teaching and learning (Ludvigsen & Morch, 2010; Serra, 2022; Sutherland et al., 2009). Some scientists believe that a good combination of technology and pedagogy is very important to ensure that learners are able to take advantage of the integration of technology for the purposes of learning integrated language skills (Angeli et al., 2005). Larsen-Freeman and Anderson (2011) supported the view that technology provides instructional resources and brings learning experiences into the learner's world. "Technology helps learners to manage their own learning and they can get information that their teachers are not able to provide" (Lam & Lawrence, 2002; Pourhosein Gilakjani, 2017).

The study of linguistic change, particularly in the context of the Internet and social media, is not only academically significant but also practically relevant in addressing the evolving communication needs of modern society. As digital technologies continue to advance, they drive rapid transformations in language, influencing vocabulary, grammar, and communication styles. These changes reflect broader societal shifts, including globalization, cultural exchange, and technological integration. Understanding these dynamics allows researchers, educators, and policymakers to adapt strategies for language teaching and preservation while fostering effective communication in a globalized world.

Furthermore, this research highlights the importance of balancing technological advancements with linguistic and cultural heritage. While digital communication facilitates inclusivity and efficiency, it also poses challenges such as the loss of linguistic diversity and the simplification of formal language. By exploring these transformations, the study not only contributes to the academic discourse on language evolution but also provides actionable insights for integrating technological tools in education and preserving the richness of language in an era defined by rapid change. This ongoing investigation into linguistic change underscores the critical role of language as both a mirror of societal transformation and a tool for navigating the complexities of the digital age.

2. THEORETICAL FRAMEWORK OR LITERATURE REVIEW

Several researches complement this exploration, providing broader insights into the phenomena of linguistic change, abbreviations, and pedagogical innovations in teaching language in the digital era. Aliyeva (2024) highlights the pervasive role of abbreviations and shortenings in online communication, categorizing them as defining characteristics of Internet discourse. These elements enhance the efficiency and speed of communication, reflecting the demands of a digital environment. The article aligns with Aliyeva's perspective, acknowledging abbreviations such as 'BRB' and 'LOL' as integral to the lexicon of digital English (Aliyeva, 2024). Navalikhina (2018) emphasizes the profound influence of high technologies on language development, particularly in educational and communicative contexts. The study complements the article's findings, emphasizing that the Internet facilitates not only the creation of new lexical items but also the erosion of traditional linguistic structures. Navalikhina's observations about the younger generation's dependence on the Internet reinforce the article's discussion on the informalization of grammar and style in online communication (Navalikhina, 2018). Habibova (2023) explores the virtual discourse as a response to modern communicative demands. Her analysis of hashtags and abbreviations as linguistic phenomena complements the article's insights into the influence of Internet culture on syntax and lexicon. Similarly, Habibova and Jafarov (2019) delve into language policy in

virtual spaces, emphasizing the hybridization and intermingling of languages, which the article identifies as a hallmark of Internet-driven linguistic evolution. Pourhossein Gilakjani (2017) provides a comprehensive review of the integration of technology in English language education, echoing the article's emphasis on the emergence of Internet slang and neologisms as key drivers of linguistic enrichment.

These researches collectively reinforce the article's central thesis, presenting the Internet as a powerful agent of linguistic and cultural transformation. The integration of digital technologies has not only revolutionized communication but also reshaped pedagogical approaches, highlighting the necessity for adaptive strategies in language education to preserve linguistic richness and identity in the digital era.

The findings of these studies have significant implications for education, particularly in the context of language learning and teaching in the digital age. The pervasive use of abbreviations, Internet slang, and neologisms, as highlighted by Aliyeva (2024) and others, presents both opportunities and challenges for educators. While these linguistic elements enhance communication efficiency, they often conflict with traditional grammatical rules and formal writing standards, leading to a potential erosion of language proficiency. This creates a dual responsibility for educators: to acknowledge and incorporate these modern linguistic trends in teaching while simultaneously emphasizing the importance of maintaining clarity, formality, and grammatical integrity in academic and professional settings.

Moreover, the influence of high technologies and virtual discourse, as discussed by Navalikhina (2018) and Habibova (2023), underscores the need for innovative pedagogical strategies to address the growing reliance on digital platforms. The hybridization of languages and informalization of grammar, driven by Internet culture, demand a rethinking of language curricula to include digital literacy and critical language skills. Educators must equip students with the ability to navigate, analyze, and adapt to the rapidly changing linguistic landscape, ensuring that technological advancements contribute positively to language education without undermining foundational skills or cultural identity. These adaptations are essential for fostering a balanced approach to language learning in an increasingly digitalized world.

3. METHODOLOGY

The study employed a qualitative analysis methodology, drawing upon a wide range of scholarly sources and contemporary data to examine the influence of the Internet and social media on the English language. The primary focus was on the evolution of vocabulary, grammar, and communication styles, using a critical approach to synthesize information from academic texts, articles, and online trends. The materials for the analysis included historical accounts of linguistic change, technological advancements, and linguistic phenomena like abbreviations, neologisms, and hybrid language forms.

Data sources encompassed peer-reviewed journals, books, and reports that highlight the interplay between technology and language, including works addressing digital discourse, Internet slang, and educational methodologies integrating ICT tools. Empirical examples were gathered from social media platforms, online forums, and blogs to illustrate the practical impact of the digital age on language. These examples were contextualized using linguistic theories and sociocultural frameworks to provide a comprehensive understanding of the dynamics of language transformation.

4. RESULTS AND DISCUSSION

The English language has undergone a number of significant stages of development, commencing with the Old English period and concluding with the modern English language. Each of these stages is distinguished by its own distinctive features and changes in vocabulary,

grammar, and phonetics. Vocabulary is the most obvious skill to focus on. The technical terms, expressions, jargon and slang that technical specialists use in documentation, project specifications, and within other communication skills are essential. Reading is the best way to build a person's vocabulary. This should include reading fiction, news feeds, magazines and blogs, as well as specific literature directly related to profession. "The interdependence of reading and writing cannot be over-emphasized; 'reading makes the writer' (Corbett, 2008, p. 11). As we read, we come across unfamiliar vocabulary. There are many ways to learn and memorize it. One can write down words and phrases in a notebook. Translating this vocabulary can be done during the reading process or after reading the text, depending on the learner's preference. If individual's knowledge of the language allows using a thesaurus instead of a dictionary, this method will be more productive because in this case, one will see synonyms for words and phrases that are new to him. To express thoughts correctly, clearly and understandably, it is necessary to master the foundation of any language - grammar. To study grammar rules, one needs textbooks, electronic resources, reference books that present the material in an accessible way and have exercises for practice. It is very good if the exercises use technical vocabulary. This will allow not only practicing grammar skills, but also improving vocabulary.

Old English, also referred to as Anglo-Saxon, represents the initial stage of the English language. Old English was formed under the influence of West Germanic languages, which were brought to Britain by the Angles, Saxons and Jutes who migrated to the island. Old English exhibited a rich vocabulary, including borrowings from Latin associated with Christianity and Roman culture. Old English exhibited a complex system of declensions and conjugations, comparable to that observed in other Germanic languages. The language possessed four cases: nominative, genitive, dative, and accusative. The pronunciation of Old English was markedly distinct from that of Modern English. A number of sounds that are no longer used in modern English include the 'thin' (represented by the letter "þ") and the *th* in 'this' (represented by the letter "ð").

The development of Middle English commenced following the Norman Conquest of England in 1066, when French became the official language of the courts and administration. This had a considerable effect on the evolution of the English language. A notable increase in the number of French loanwords occurred during this period, particularly in the domains of law, administration, art, and literature. Furthermore, borrowings from Latin persisted. The grammatical system underwent a simplification compared to that of Old English. A considerable number of declensions and conjugations were lost, and the sentence structure became more analytical. Pronunciation underwent significant changes, resulting in a gradual transition from Old English sounds to modern ones.

The evolution of Early Modern English occurred concurrently with the Renaissance and Reformation, a period of profound cultural and intellectual advancement in England. Additionally, this period was distinguished by colonial expansion and interaction with other cultures. This period witnessed a substantial expansion of the vocabulary through the adoption of Latin and Greek terms, as well as words from the languages of other peoples with whom the English came into contact. The simplification of grammatical structure persisted. New grammatical constructions and forms emerged during this period. The Great Vowel Shift constituted a significant alteration to the pronunciation of vowel sounds, which constituted one of the principal features of the transition to Modern English.

The evolution of Modern English commenced in the 18th century and continues to the present day. This phase is distinguished by the standardization of the language and its diversification. The English language continues to be enriched by the incorporation of lexical items from a multitude of languages across the globe. Furthermore, technological, scientific, and cultural advances contribute to the emergence of new lexical items and expressions. The

grammar of modern English is analytical, with a clear sentence structure and minimal declensions and conjugations. The pronunciation of the language continues to evolve, particularly in different regions where English is spoken. New accents and dialects emerge.

As it was noted above, the English language has undergone significant changes throughout its history, evolving from Old English to Modern English. Each stage of language development is characterized by distinctive features and notable shifts in vocabulary, grammar, and phonetics. An awareness of these developments enables a more accurate comprehension of the manner and rationale behind the contemporary form of the English language. English has traditionally been an international standard in computing, and the most popular programming languages are based on it. This gives reason for prospective professionals to consider whether there is a need to learn English. It is believed that the main task of a programmer is to create programs (software) using a programming language. From a linguistic point of view, every programming language has, by analogy with a natural language, an alphabet, a vocabulary, its own grammar and syntax, and semantics [seytlin]. An argument for the importance of English in the work of an IT specialist is the need to extract useful information from specialist literature (Habibova, 2023).

Technological advances have consistently been a significant factor in the evolution of languages, including English. In this vein, it is interesting to examine the impact of three key technologies on the evolution of the English language: the printing press, television, and radio.

The advent of the printing press, as pioneered by Johannes Gutenberg in the mid-15th century, constituted a pivotal moment in the evolution of the English language. The advent of the printing press facilitated the standardization of the language and the dissemination of written culture.

Prior to the advent of the printing press, the English language existed in a multitude of dialects, each exhibiting distinctive characteristics. The advent of the printing press facilitated the standardization of spelling and grammar. The inaugural printed book in the English language, published by William Caxton in 1476, played a pivotal role in establishing the language norms that subsequently formed the foundation for the modern English language. During this period, the English language underwent a process of standardization. The advent of printed books enabled a broader cross-section of society to gain access to literacy. The general public appeared able to access knowledge that had previously been available only to the elite. The process of printing enabled the fixation of words and phrases, thereby ensuring their preservation for future generations and preventing the language from undergoing rapid change.

The advent of radio in the early 20th century signified a pivotal moment in the evolution of mass communication and exerted a considerable influence on the English language. The advent of radio constituted a significant opportunity for the dissemination of standard English pronunciation. The BBC played a particularly pivotal role in this regard, initiating regular radio broadcasts in 1922. The BBC accent, designated as Received Pronunciation (RP), became the norm for a considerable proportion of listeners. The introduction of new words and expressions into popular usage was a relatively rapid process, facilitated by the emerging of radio broadcasts. The dissemination of musical compositions, current affairs, and entertainment programs facilitated the proliferation of contemporary terminology and jargon. Radio broadcasts permitted individuals across the globe to access programs in the English language. This contributed to the internationalization of English and its establishment as a global language.

The advent of television in the middle of 20th century had an even greater impact on the English language, influencing its evolution through its visual and auditory impact on viewers. The advent of television introduced a new visual dimension to language. The advent of television led to a significant shift in communication, with visual images and non-verbal

elements becoming integral aspects of language use. Television became a significant conduit for the dissemination of cultural and social norms. The advent of English-language television, film and news programming made an invaluable contribution to the process of cultural globalization, providing a platform for international audiences to engage with a diverse range of cultural content. The advent of television facilitated the rapid dissemination of new lexical items and collocations. The introduction of new expressions to the lexicon was a consequence of the rapid uptake of such terms by viewers of popular TV shows and films.

Each technological advancement – the printing press, radio, and television – has played a distinctive role in the English language' evolution. The advent of the printing press facilitated standardization and literacy, the popularity of radio led to the popularization of standard pronunciation and new expressions, and the emergence of television reinforced visual culture and facilitated the rapid dissemination of new terms. An understanding of the impact of these technologies enables comprehending how contemporary media continue to exert an influence on the evolution of the English language. The Internet has had a significant impact on the development of the English language, influencing both vocabulary and grammar. One of the most conspicuous consequences of the digital age is the appearance of new words and expressions.

The advent of the Internet has given rise to a plethora of novel terms, many of which have become integral components of the contemporary lexicon. Such terms are frequently linked with technology, social media, and online communication. To illustrate, the term 'selfie' is believed to have originated in the early 2000s and gained widespread popularity due to the advent of social media platforms such as Instagram and Facebook. The term "selfie" is used to describe a photograph of oneself taken with a smartphone or camera. The term "selfie" has become so prevalent that it was selected as "Word of the Year" by the Oxford Dictionary in 2013.

The term 'hashtag' (#) is employed to tag keywords or topics on social media platforms. Introduced on the social media platform Twitter in 2007, hashtags have become a versatile tool for categorizing and searching content on the internet. The use of the '#' symbol at the beginning of a word or phrase enables users to locate information on subjects that are of interest to them [Həbibova, 2023]. In the digital age, the term 'viral' has emerged as a prominent concept, used to describe content that spreads rapidly and extensively across digital platforms, reaching a wide audience within a short period. This phenomenon typically involves videos, images, or messages that resonate with users due to their emotional appeal, humor, or relevance, prompting widespread sharing and interaction. The term "viral" encapsulates the transformative nature of online communication, where the speed and scale of information dissemination surpass traditional boundaries of time and geography.

As noted by Habibova (2023), the viral nature of content reflects the unique dynamics of digital discourse, where the interactivity of users, the algorithms of social media platforms, and the accessibility of technology converge to create unprecedented opportunities for rapid information propagation. This acceleration not only shapes public discourse and cultural trends but also underscores the need for critical engagement with the content being shared, as the speed of viral dissemination can amplify both positive messages and misinformation. Thus, the concept of "viral" serves as a testament to the profound influence of the Internet on communication practices and societal norms.

The Internet has had a significant impact on the English language, not only in terms of expanding the vocabulary but also in influencing grammatical structures and norms. Many of the changes are attributable to the adaptation of language to new communication formats, including text messages, social media, and forums.

Every year we see the problem getting worse. People, especially the younger generation, cannot imagine their lives without daily, if not hourly, use of the Internet. They feel

uncomfortable when it is suddenly cut off. “The situation is exacerbated by the fact that younger children have gained access to cyberspace” (Navalikhina, 2018).

The pervasive reliance on the Internet has become increasingly pronounced over the years, particularly among the younger generation, who now find it nearly impossible to envision their lives without the constant presence of digital connectivity. The integration of the Internet into daily routines has escalated to the extent that many individuals experience significant discomfort or even distress when access to cyberspace is disrupted, and this fact highlights the depth of this dependency. The omnipresence of the Internet is evident in how it influences communication, education, entertainment, and social interactions, becoming an essential aspect of modern life.

As Navalikhina (2018) observes, this issue is further compounded by the growing accessibility of cyberspace to younger children, who are exposed to digital environments at increasingly early ages. This early introduction amplifies their reliance on online platforms, shaping their cognitive development, social skills, and even their perceptions of reality. While the Internet offers vast opportunities for learning and connection, the unregulated exposure of children and adolescents to cyberspace raises concerns about over-dependence, digital literacy, and the potential for negative psychological and social effects. Addressing this growing issue requires a balanced approach that promotes the responsible use of digital technologies while mitigating the risks associated with overreliance on the Internet.

The prevalence of the Internet has facilitated the pervasive use of abbreviations and acronyms, which are employed to denote time and space. Abbreviations and jargon are the main elements of the Internet discourse language, giving it originality and effectiveness in the rapid exchange of information (Habibova & Jafarov, 2019). Such abbreviations have become integrated into the fabric of everyday communication, particularly among younger demographics. Abbreviations and acronyms have become one of the most distinctive characteristics of online communication. They facilitate the expeditious transmission of messages and denoting of time. For example, BRB (Be Right Back): Used to tell the other person that you are temporarily leaving, but will be back soon. For example, ‘BRB, need to grab a snack’; LOL (Laugh Out Loud): Denotes laughter. Used to express that something is very funny. For example, ‘That joke was hilarious, LOL!’; OMG (Oh My God): Expresses surprise or shock. For example, ‘OMG, I can’t believe it!’; IDK (I Don’t Know): Used to express ignorance. For example, ‘IDK what to do next’; FYI (For Your Information): Means ‘for your information.’ For example, ‘FYI, the meeting has been moved to 3 PM’. The aforementioned abbreviations and acronyms have become so ubiquitous that they are frequently employed even in spoken discourse, particularly among younger individuals.

Emojis and emoticons have become a significant element of online communication, imparting emotional and contextual nuances to text messages. They assist in the conveyance of moods and feelings that are challenging to articulate in written form, thereby enhancing the richness of written communication. The advent of internet slang and jargon has constituted another notable transformation. The terms ‘troll’ (a person who provokes controversy on the Internet), ‘meme’ (a viral image or video with a specific meaning) and ‘fomo’ (fear of missing out) have been rapidly adopted into the common lexicon, becoming integral components of the modern vocabulary.

The advent of the Internet and digital technologies has resulted in the emergence of novel grammatical structures and modifications to established ones. In text messages, linking verbs, prepositions, and articles are frequently omitted, resulting in a more concise style of speech. To illustrate, in lieu of the conventional ‘I am going to the store’, one might opt for the streamlined ‘Going to the store’. The use of lowercase letters in lieu of capital letters and the absence of punctuation are common practices on the Internet. This results in a text that is more informal and can be written more rapidly. To illustrate, in lieu of ‘I’m excited to see you!’, one

might opt for ‘i’m excited to see you’ The use of emoji and emoticons has become a prevalent feature of online communication, facilitating the expression of emotional context in text messages. Such symbols can be employed to replace entire words or expressions. To illustrate, the emoji 😍 can be used to convey the sentiment of love.

The use of hashtags (#) and mentions (@) on social media is a prevalent practice, employed to tag specific topics and users. This has resulted in a transformation of the syntactic structure of sentences, with the introduction of new elements. To illustrate, the following example is provided: ‘I had a great time at the #concert with @john_doe.’

The advent of the Internet has had a profound impact on both written and spoken language. A considerable number of words and expressions that were initially confined to the digital domain have subsequently become integrated into the lexicon of everyday communication. The terms ‘blog’ (short for ‘weblog’), ‘vlog’ (video blog), and ‘podcast’ (digital audio broadcasting) have become commonplace and are employed not only on the Internet, but also in other areas of life. The style of communication in the online environment is characterized by informality and the use of stylistic features that differ from those employed in traditional forms of communication. These features include the use of lowercase letters instead of capital letters, the rejection of punctuation, and experimentation with text formats. Such features frequently manifest in informal communication in the offline domain.

The Internet has given rise to a plethora of neologisms and novel grammatical constructions that have become integral to everyday speech. The above-mentioned terms “troll”, “meme”, and ‘fomo’ have rapidly become part even of the “offline” modern lexicon, entering everyday life with remarkable rapidity. A number of new verbs have emerged that describe actions within the virtual environment. These include ‘to google’ (to search for information on the Internet using Google), ‘to tweet’ (to post messages on Twitter) and ‘to friend/unfriend’ (to add or remove friends on social networks).

Thus, the Internet has had a significant and far-reaching impact on the English language, contributing to its lexicon with a plethora of new words and expressions while simultaneously influencing and modifying established grammatical norms (Mammadova et al., 2019). These developments reflect the dynamic and adaptable nature of the language, which continues to evolve under the influence of digital technologies. An understanding of these changes enables a more accurate comprehension of the manner in which the Internet influences contemporary language and communication culture.

The advent of the Internet and digital technologies has brought about significant alterations to grammatical structures, giving rise to the advent of numerous abbreviations and acronyms in the English language. These changes reflect a desire for more rapid and efficacious communication in conditions of limited space and time. An awareness of these changes enables a deeper comprehension of the manner in which contemporary technology influences and continues to influence linguistic development in the context of digital communication.

Over 57% of websites on the World Wide Web are predominantly written in English, underscoring its dominance as the primary language of global digital communication and information dissemination (Habibova, 2023). This widespread prevalence of English on the Internet has not only reinforced its role as a lingua franca in online interactions but has also accelerated the process of globalization, enabling individuals from diverse linguistic and cultural backgrounds to exchange ideas, information, and values with unprecedented ease.

This digital interconnectedness has fostered linguistic hybridity, leading to the blending of languages and the creation of unique forms of Internet slang. These linguistic innovations often incorporate elements from multiple languages, reflecting the dynamic and adaptive nature of online discourse. Language mixing, such as code-switching or borrowing terms, allows users to express ideas more effectively and inclusively in multicultural contexts. Additionally, “Internet slang has evolved as a distinct sub-language characterized by abbreviations,

neologisms, and emojis, which enhance the efficiency and expressiveness of communication in the digital age" (Aliyeva, 2024). These developments highlight the transformative impact of the Internet on language, reshaping traditional norms while promoting a more interconnected and culturally diverse linguistic landscape.

The phenomenon of language mixing, also referred to as linguistic hybridity, entails the integration of elements from one language into another. The Internet has significantly accelerated this process due to the global communication and multilingual interactions among users. Let us present the core elements:

a) Code-switching. One common phenomenon is code-switching, which refers to the practice of switching between two or more languages within a single conversation or even a single sentence. To illustrate, English speakers may incorporate Spanish phrases into their discourse. 'Let us proceed to the *playa* today!'
b) Borrowings. The process of taking words or phrases from one language and using them in another. A considerable number of words from one language are adopted and modified to suit another. To illustrate, the Japanese terms "anime" and "karaoke" are extensively employed in the English lexicon. Concurrently, English terminology such as "computer" and "internet" has become widely adopted in other languages.
c) Calquing. This is the process of translating the structure of one language word into another language word. To illustrate, the English term "skyscraper" has been calqued into numerous other languages.

Internet slang can be defined as a collection of informal terms and expressions that are used in online communication. The evolution of Internet slang is shaped by a multitude of factors, including cultural interaction, technological innovation, and the imperative for expedient communication.

English is the dominant language on the Internet, and a considerable number of Internet slang terms have their origins in the English language. However, Internet slang is not confined to a single language and frequently incorporates elements from a variety of languages. One notable example is Spanglish, a portmanteau of Spanish and English. A combination of English and Spanish that has gained popularity among Spanish-speaking users in the United States. The similar phenomenon is known as 'Franglais' (a combination of English and French, commonly observed in France and Canada).

Runglish, a linguistic blend of Russian and English, has become increasingly popular among Russian-speaking users, particularly in the context of digital communication and globalized interactions. This hybrid language reflects the dynamic and adaptive nature of multilingual societies, where speakers integrate elements from both languages to convey ideas more efficiently or to align with the context of modern, often technology-driven, exchanges. Runglish typically emerges in informal settings, such as online forums, social media platforms, and casual conversations, where the mixing of vocabulary, grammar, and syntax serves as a practical and expressive means of communication.

An example of Runglish usage can be observed in the sentence: "*Я забукал (**booked**) билеты на поезд*", where the English word "booked" is seamlessly inserted into a Russian sentence. This integration highlights not only the influence of English as a global lingua franca but also the flexibility of Russian speakers in adopting foreign lexical items to enhance clarity or express modern concepts. Such usage is particularly prevalent in contexts related to technology, travel, and business, where English terms often have no direct equivalent in Russian or are perceived as more succinct or trendy. Runglish, therefore, serves as both a linguistic phenomenon and a cultural marker, reflecting the interplay between globalization, technology, and everyday communication.

The use of emojis and icons is becoming increasingly prevalent in digital communication. Internet slang encompasses not only lexical items but also visual elements, such as emoji and icons, which are used to replace or complement text. Such symbols assist in the conveyance of emotions and context that are challenging to express in words. To illustrate, the emoji 😍 may be employed to indicate love or admiration.

Internet memes are defined as images, videos, or phrases that gain a significant degree of popularity on the internet and are used to convey ideas or humor. Memes frequently draw upon cultural allusions and may encompass a combination of linguistic and colloquial elements. To illustrate, memes comprising text in multiple languages are capable of being understood by an international audience.

Thus, Internet slang exerts a multifaceted influence on language. Firstly, it contributes to lexical enrichment. The introduction of internet slang into the language enriches it and makes it more flexible by way of the new words and expressions that it introduces.

- Grammar change. Internet slang frequently employs simplified grammatical structures, reflecting a proclivity towards informality and time-saving.
- Intercultural interaction. The blending of languages and the advent of Internet slang promote cross-cultural interaction and comprehension, fostering a more globalized linguistic community.

The Internet has had a considerable impact on language mixing and the emergence of Internet slang, thereby promoting globalization and cultural exchange. Such alterations reflect the dynamic nature of contemporary language and the necessity to adapt to novel modes of communication. An understanding of these processes enables a more accurate comprehension of the manner in which the Internet continues to influence the evolution of language and the ways in which we communicate in the digital age.

The Internet' profound effect on language, influencing its evolution and transformation, can be observed in both beneficial and detrimental ways. The positive aspects of this phenomenon include the following.

The expansion of one's lexicon

The Internet plays a pivotal role in the emergence of new words and expressions, thereby enriching the language and enhancing its flexibility and adaptability. The emergence of neologisms and loanwords, arising of Internet slang and new terms, such as 'blog', 'selfie', 'vlog', and 'hashtag', has contributed to the expansion of the vocabulary, enabling the description of novel phenomena and concepts. The globalization of the Internet has facilitated the borrowing of words from a multitude of languages, thereby promoting intercultural exchange and mutual understanding.

The accelerated dissemination of information is a notable consequence of the Internet

The Internet facilitates the rapid dissemination of information, thereby making it accessible to a wide audience. The advent of online courses, articles, blogs and video lectures has facilitated the dissemination of knowledge to a global audience, thereby promoting self-education and enhancing language skills. The ease with which users can obtain information about other cultures and languages facilitates cultural enrichment and mutual understanding.

The advent of new forms of communication

The advent of the Internet has given rise to the advent of novel forms of communication, including social networks, instant messaging applications and online forums, which provide a plethora of avenues for interaction. The utilization of visual elements facilitates the conveyance of emotion and context, thereby enhancing the richness and expressiveness of communication.

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The imposition of a limit on the length of messages (as exemplified by the Twitter platform) encourages the development of the capacity to express thoughts in a succinct and unambiguous manner. The adverse effects are outlined below.

1. The simplification and degradation of language. The advent of the Internet has been associated with certain changes that have the potential to result in the simplification and degradation of language. The pervasive use of abbreviations such as “brb”, “lol”, and “omg” has the potential to result in a decline in the quality of written communication and a reduction in vocabulary. The informal nature of internet communication can result in a decline in literacy levels and a deterioration in formal and business communication skills.
2. The potential for the loss of cultural and linguistic identity is a further consequence of the Internet. The Internet has the potential to unify and standardize language, which could result in the loss of unique cultural and linguistic features. The English language is the dominant language on the Internet, which can result in the displacement of local languages and dialects. The continuous intermingling of languages on the Internet may result in the erosion of linguistic purity and a reduction in cultural identity.
3. The dissemination of misinformation and low-quality content. The Internet facilitates the rapid dissemination of information, yet not all of this information is reliable or of high quality. The ease with which information can be disseminated on the Internet facilitates the spread of fake news and disinformation, which can lead to misunderstandings and manipulation. A significant proportion of online content is of an inferior quality, which has the potential to negatively impact the educational process and the development of language skills.

The integration of the Internet into language learning has brought both opportunities and challenges to the teaching process. On the one hand, digital tools and platforms provide access to vast resources, including multimedia content, online dictionaries, and interactive applications, which enhance the teaching and learning experience. These tools foster a student-centered approach, enabling learners to practice independently and engage with authentic materials, such as news articles, blogs, and videos, that reflect real-world language use. However, the informal language prevalent on these platforms, including abbreviations and Internet slang, presents challenges for teachers who must balance modern linguistic trends with the need to uphold traditional grammar and writing standards.

The pervasive use of abbreviations like ‘BRB’ and ‘LOL,’ as highlighted in the article, exemplifies the efficiency-driven communication of the digital age. While such abbreviations simplify messaging, they can hinder the development of formal writing and comprehensive literacy skills in students. Language educators must address this by teaching the appropriate contexts for different language registers, ensuring that students can adapt their communication style to fit academic, professional, and casual settings.

Another critical issue is the influence of Internet-driven language evolution on grammar and vocabulary. The blending of languages, as seen in hybrid forms like Runglish, enriches the linguistic repertoire but complicates traditional language instruction. Teachers face the challenge of integrating these changes into the curriculum while preserving the structural integrity of the language. This requires a dynamic approach that incorporates discussions on linguistic changes, providing students with the tools to analyze and adapt to evolving language norms.

The advent of multimedia and digital communication technologies has transformed pedagogical strategies, emphasizing the need for technological competence among teachers. Tools such as virtual classrooms, language learning apps, and collaborative platforms enable immersive learning experiences. However, educators must carefully curate content to ensure it

aligns with learning objectives and maintains linguistic quality, avoiding the pitfalls of misinformation or low-quality materials that proliferate online.

Moreover, the informal communication style promoted by the Internet often leads to a decline in traditional literacy skills, such as proper spelling, punctuation, and grammar. Teachers must reinforce the importance of these foundational skills while incorporating innovative methods, such as gamified grammar exercises or peer-reviewed writing projects, to engage digital-native learners effectively.

Lastly, the dominance of English as the primary language of the Internet has implications for non-native learners. While it provides them with exposure to authentic language use, it also risks overshadowing local languages and dialects. Language educators must advocate for bilingual or multilingual education, encouraging students to value their linguistic heritage alongside their mastery of English. This dual approach fosters cultural preservation while equipping learners for global communication.

In conclusion, the Internet has undeniably reshaped the landscape of language teaching, offering both opportunities and challenges. By adapting teaching methodologies to incorporate the dynamic changes in language and leveraging digital tools judiciously, educators can prepare students to navigate the complexities of communication in the digital age effectively. This approach ensures that the evolving linguistic landscape enriches rather than diminishes the educational experience.

5. CONCLUSION

The evolution of the English language under the influence of the Internet and digital technologies is an ongoing and multifaceted phenomenon. This article highlights the profound impact of the digital era, encompassing both its contributions to linguistic enrichment and its challenges to traditional language norms. By examining the interplay between technological advancements and language, several critical insights emerge.

First, the Internet has significantly enriched the English lexicon, introducing neologisms, borrowings, and jargon that reflect contemporary societal and technological trends. These developments enhance the adaptability and flexibility of the language, enabling users to articulate emerging concepts effectively. Furthermore, digital platforms have fostered new forms of communication, such as emojis, hashtags, and abbreviations, which add layers of expressiveness and efficiency to interactions.

Second, the democratization of information and knowledge dissemination has empowered self-education and global cultural exchange. Online tools and multimedia platforms create dynamic learning environments that simulate natural communication, supporting the acquisition and application of language skills in diverse contexts. This accessibility broadens the scope for language use and cultural understanding on an unprecedented scale.

However, the Internet's influence also poses challenges. The informal nature of digital communication can lead to a decline in linguistic accuracy, with the frequent use of abbreviations and stylistic shortcuts potentially undermining formal writing and communication skills. Moreover, the dominance of English on the Internet risks overshadowing local languages and cultural identities, contributing to linguistic homogenization and the erosion of unique cultural traits.

Another critical concern is the spread of misinformation and low-quality content online. The ease of disseminating information has facilitated the proliferation of fake news, which can distort public perception and degrade educational outcomes. This underscores the need for critical literacy and informed engagement with digital content to mitigate negative repercussions on language and society.

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Lastly, the emergence of new communication norms and etiquette in the digital sphere reflects the adaptability of language users to evolving contexts. These changes underscore the need to balance the preservation of linguistic heritage with the adoption of innovative communication strategies that align with contemporary demands.

The Internet's impact on the English language is both transformative and complex, presenting opportunities for enrichment and challenges for preservation. Understanding these dynamics is crucial for developing strategies that safeguard linguistic diversity while embracing the benefits of digital innovation. As technology continues to evolve, ongoing research and dialogue are essential to ensure that language remains a vibrant and inclusive tool for human expression and connection.

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