

SOCIAL MEDIA INNOVATIONS AS A TOOL FOR DEVELOPING PROFESSIONAL LEXICAL COMPETENCE

ІННОВАЦІЇ СОЦІАЛЬНИХ МЕРЕЖ ЯК ІНСТРУМЕНТ РОЗВИТКУ ПРОФЕСІЙНОЇ ЛЕКСИЧНОЇ КОМПЕТЕНЦІЇ

The article explores lexical transformations in the English language driven by the rapid development of social media and digital communication. The research is based on the assumption that the expansion of online interaction has significantly influenced not only vocabulary but also communicative practices, stylistic norms, and the overall dynamics of language change. The relevance of the study is determined by the growing role of digital environments in everyday communication and the need to analyze the mechanisms of lexical innovation in modern English. The main objective of the article is to identify and systematize the key types of lexical units that emerge and function within digital discourse. The author focuses on such phenomena as neologisms, abbreviations, acronyms, memes, and hashtags, considering them as essential elements of online communication. The study demonstrates that the tendency toward brevity, expressiveness, and speed leads to the active use of shortened forms and simplified structures, which are characteristic features of social media language. Particular attention is paid to neologisms as the most dynamic layer of vocabulary. The article examines their formation through processes such as blending, clipping, semantic shift, and conversion. These units reflect both new social realities and reinterpretations of existing concepts, thus illustrating the adaptability of the English language. Abbreviations and acronyms are described as effective communicative tools that allow users to convey meaning quickly and efficiently in conditions of limited time and space. The research also highlights the role of memes and hashtags as culturally significant and functionally versatile elements. They serve not only as means of communication but also as tools for the dissemination of ideas, formation of group identity, and expression of attitudes. The author identifies several key functions of lexical innovations, including communicative, adaptive, expressive, socio-cultural, and creative functions, which reveal the complex interaction between language and digital society. In conclusion, the article emphasizes that lexical transformations in English are highly dynamic and largely shaped by digital communication. Social media accelerates the processes of lexical innovation and diffusion, contributing to both the emergence of new forms and the integration of some of them into standard language. The study provides valuable insights into contemporary linguistic processes and outlines prospects for further research.

Key words: lexical transformations, digital communication, social media discourse, language change, English language development.

У статті досліджуються лексичні трансформації англійської мови під впливом соціальних мереж і цифрової комунікації. Актуальність роботи зумовлена стрімким розвитком інформаційних технологій, глобалізаційними процесами та зростанням ролі онлайн-спілкування, що суттєво впливає на мовні процеси, зокрема на словниковий склад, стилістичні норми та способи вербалізації думок. Метою дослідження є виявлення, аналіз і систематизація основних типів лексичних інновацій, що функціонують у сучасному цифровому дискурсі, а також визначення їхніх структурно-семантичних і функціональних особливостей. У роботі розглядаються такі мовні явища, як неологізми, аббревіатури, акроніми, мему та хештеги, які виступають важливими складниками сучасної комунікації. З'ясовано, що ключовими рисами мови соціальних мереж є стислість, динамічність, експресивність і креативність, що зумовлює активне використання скорочених форм, графічних засобів і спрощених граматичних конструкцій. Особливу увагу приділено неологізмам як найбільш продуктивному та мобільному шару лексики. Проаналізовано способи їх творення, зокрема змішування, усичення, словоскладання, семантичні зсуви та конверсію, що відображають адаптаційні можливості мови до нових соціокультурних реалій і технологічних змін. Аббревіатури та акроніми розглядаються як ефективні засоби оптимізації комунікації, що забезпечують швидкість, економію мовних ресурсів і зручність передавання інформації. Особливу увагу приділено мему і хештегам як специфічним лінгвокультурним одиницям, що поєднують вербальні та візуальні компоненти, виконують функцію маркерів ідентичності, сприяють вірусному поширенню інформації та формуванню цифрових спільнот. Підкреслюється їхня роль у відображенні актуальних суспільних тенденцій і цінностей. У статті визначено основні функції лексичних інновацій, серед яких комунікативна, адаптивна, експресивна, соціокультурна, когнітивна та креативна. Зазначається, що нові лексичні одиниці можуть мати як короткотривалий характер, так і закріплюватися в мовній системі, переходячи до нормативного вжитку. У висновках наголошено, що лексичні зміни в англійській мові характеризуються високою інтенсивністю, варіативністю та інноваційністю, а цифрова середовище виступає потужним каталізатором мовної еволюції.

Ключові слова: лексичні трансформації, цифрова комунікація, соціальні мережі, мовні інновації, розвиток англійської мови.

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Problem statement. Scientists have long observed that the rapid evolution of internet technologies and social media – now the primary communication channels in modern society – has led to

significant shifts in linguistic practices. Researchers have established that the linguistic transformations occurring under the influence of these platforms encompass not only lexical and grammatical

changes but also profound alterations in communicative strategies, speech styles, and textual structures.

The process of digital lexicon formation reflects new concepts and the specific features of communication culture against the backdrop of rapid interactive upgrades and the prioritization of visualization. The relevance of this research topic stems from the need for an in-depth analysis of the process of implementing of lexical innovations into modern English under the influence of social networks and digital information tools.

Analysis of recent research and publications.

Current academic literature on the influence of Anglicisms, social media, and online communication on language demonstrates the multidimensional nature of this phenomenon. In particular, the study by O. Dmytrenko and S. Kokhan focuses on the penetration of Anglicisms into Ukrainian youth slang. The authors emphasize that globalization and the popularity of English-language content lead to the active use of loanwords, which quickly adapt to the Ukrainian language, especially among young people.

The aim of this study is to analyze linguistic changes in the English language resulting from the influence of social media and online communication.

Presentation of the main material. In today's world, the internet and social media have become an integral part of everyday life. Their influence on language is evident, reflecting changes in communication patterns and social interactions. This is particularly true of the English language, which, due to its global prevalence, has become a breeding ground for rapid linguistic change. It is clear that the influence of social media and online communication on the English language extends not only to new words and expressions, but also to changes in grammar, spelling, and speech patterns.

One of the most obvious changes is the emergence of new vocabulary, particularly slang and abbreviations, which have become an integral part of online communication. On social media and messaging apps, where communication is often fast-paced and informal, people tend to use short and effective ways to express their thoughts. This has led to the emergence of numerous abbreviations, such as "POV" (point of view), "ASAP" (as soon as possible), "IMO" (in my opinion), and "FYI" (for your information). These abbreviations are convenient for quickly typing messages, which also reflects the nature of online communication – speed, brevity, and the constant need to convey context or urgency in just a few keystrokes. Social media has also become a breeding ground for neologisms that reflect evolving cultural phenomena [5, c. 152]. Internet communication is also reshaping the grammatical structure of the English language. Due to the simplified nature of social media interaction, there is

a noticeable decline in the use of traditional grammatical constructions. For instance, full sentences are frequently replaced by fragmented or phonetic versions. Instead of the standard "I don't know what you are talking about," users often write "idk what u mean" or simply "context?". These constructions, which omit auxiliary verbs, subjects, and formal punctuation, have become the norm on platforms where speed and "vibe" take precedence over textbook accuracy [2, c. 110].

The speed and convenience of numerous online social interactions are directly linked to the evolution of the English language. At the same time, the bridging of geographical distances expands the impact of cross-cultural communication. Analysis of communication processes in online communities provides accurate and detailed information about the diversity of the modern population, and research on Instagram, TikTok, Twitter, and Facebook allows for the differentiation of lexical changes.

Among these lexical innovations, we can identify several main groups based on their primary communicative functions in the context of digital communication. Among them, the following warrant closer examination:

Neologisms are new lexical formations created through the process of naming, primarily to describe the definitions of familiar concepts in a new context. These include words that are entirely new in both meaning and form, resulting from borrowings or the addition of root elements.

Neologisms are perceived as the most prominent lexical shift resulting from the evolution of digital communications and social networks. Specifically, definitions such as *de-influencing* (the practice of discouraging followers from buying overhyped products), *phubbing* (ignoring someone in favor of a smartphone), *deepfake* (AI-synthesized media that replaces a person's likeness), and *prompting* (crafting specific inputs for generative AI) have now successfully integrated into the English-speaking environment, signaling the emergence of entirely new phenomena.

Neologisms can be categorized into four primary functional groups:

- Nominative neologisms for pre-existing phenomena that lacked a formal definition; for example, *hate-watching* (consuming content specifically to mock or criticize it).

- Nominative neologisms for entirely new socio-cultural phenomena, such as *greenwashing* (deceptive marketing used to persuade the public that a company's products are environmentally friendly).

- Synonymous neologisms that are stylistically and semantically identical to existing words in the traditional English lexicon; for example, *ghost* – to disappear or to ignore.

– Speculative neologisms for projected phenomena that do not exist in reality but are probable in the future, such as *space-mining* (the extraction of raw materials from asteroids and other planets).

Based on the interaction between the plane of content and the plane of expression, neologisms are differentiated into:

– Transnominations, where the novelty of content is synergized with the novelty of form; for example, *vlog* (a completely new concept expressed through a new, blended word).

– Lexical innovations, which assimilate a new form into a previously established meaning that was formerly represented by a different word; for example, *hangry* (a new form for the existing sensation of being irritable due to hunger).

– Reinterpretations (semantic innovations), where a new meaning is determined by an already existing form; for example, *salty* (an established word that acquired the new meaning of being bitter or resentful).

Another category of lexical innovations driven by social media includes abbreviations and acronyms. These contractions serve as a vital element of the communication process, addressing the increasing pace of modern interaction. Widely used in socio-cultural environments, abbreviations offer convenience, save time, ensure rapid information exchange, and possess cross-cultural universality. Examples include *NVM* – Never mind, *TL; DR* – Too long; didn't read, *FR* – For real, *IMO* – In my opinion, *BRB* – Be right back, *FOMO* – Fear of missing out, and *OOTD* – Outfit of the day [1, c. 232].

Memes are a vital component of digital culture that transforms English vocabulary and gains rapid popularity through social media, becoming distinctive symbols of specific social phenomena or emotions; examples include main character energy, side eye, and touch grass. Generally, a meme assimilates entertainment and information functions, disseminating 'precedent information' (context-heavy references) in a text-graphic format. Memes act as a driving force for the spread of media-driven phraseology, and this process has a reverse effect: existing phraseology within the digital communication space serves as a continuous source for new memes.

Hashtags possess a unique functionality within social networks. Lexical units emerging from words or phrases preceded by a hash symbol not only serve as markers for specific topics but also assimilate users based on shared interests, fostering new communicative communities and integrating innovative messages into the public consciousness (for example, #SlowLiving, #DigitalNomad, #Corecore) [6, c. 98].

The dynamics of modern English vocabulary reflect the rapid development of digital communication technologies and socio-cultural transformation.

Such dynamics perform a number of functions, including:

– adaptive function – involves the gradual integration of individuals into new phenomena, technologies, and realities; for example, neologisms such as fintech, short-form video, live-streaming, and meta-tagging, which represent innovative methods and means of communicative interaction within the digital space;

– communicative function – ensures fast, concise, and effective communication by simplifying the expression of thoughts, minimizing word count, and optimizing information exchange processes; for example, abbreviations like LTL (Less Than Legal / Let's Talk Later), RN (Right Now), and OOTD (Outfit of the Day), which are particularly convenient for reacting and expressing emotions in social media posts or mobile messages;

– socio-cultural function – lexical innovations reflect trends in cultural and social progress within the digital environment, representing key public sentiments, interpreting behavioral patterns, and becoming distinctive symbols for specific social groups; for example, main character energy, soft life, and jomo (joy of missing out);

– globalization function – lexical innovations serve as a means of intercultural adaptation within the framework of universally accepted communication standards, enabling the elimination of cultural barriers and the assimilation of diverse user categories in the digital space; for example, fintech, gig economy, vlog, and e-wallet;

– creative function – lexical innovations emerging within social platforms allow for experimentation with linguistic tools and the invention of new speech forms. This arises from character limits and the necessity of expressing complex ideas within minimal time frames; for example, thread, photo dump, and micro-blogging;

– transformative function – lexical innovations exert a significant influence on the traditional linguistic formation by integrating new expressions and words into everyday usage; for example, terms such as remote work, hybrid model, and digital footprint, which are now actively employed even in formal and official communication [3, c. 95].

It is essential to note that lexical innovations formed and disseminated through social media are characterized by specific functional peculiarities. Since they frequently represent niche socio-cultural aspects, they are prone to a rapid loss of definition or relevance; for example, *cheugy* (a term once used to describe out-of-date aesthetics that quickly became obsolete itself). Conversely, certain words continue to be used within the lexicon even as their primary meanings undergo transformation; for example, *ghosting* (originally referring to disappearing in dating, now broadly applied to professional and

social unresponsiveness). This suggests that lexical innovations in digital communications and social networks possess the capacity to dynamically adapt to new contexts, underscoring their significance in the evolution of the modern English language [4, с. 52].

Thus, the modern English-speaking environment is characterized by a high adaptive capacity to the dynamic conditions of social development and the integration of new digital technologies. Lexical innovations serve as a driving force for the expansion of the modern English vocabulary, determining new phenomena and processes and facilitating their transfer into everyday communication across both online and offline formats. As the digital communication environment continues to evolve intensively, the potential for the further adaptation of modern English to new socio-cultural concepts remains clearly promising.

Conclusions. The modern advancement of information and communication solutions facilitates the rise of new definitions and concepts amidst a rapid interactive upgrade and the increasing priority of visualization. Simultaneously, social platforms – notably widespread ones such as Instagram, TikTok, Twitter, and Facebook – act as vehicles for the transfer of diverse neologisms, abbreviations, memes, hashtags, and slang expressions into the traditional communication environment.

Social networks significantly impact the upgrade of the modern English lexicon by expanding it with new phrases, abbreviations, contractions, and stylistic peculiarities. This complements the innovative requirements of communication, where visualization and the speed of information transmission act as primary priorities.

Social platforms, serving as the primary source for the formation and dissemination of memes, neologisms, and other lexical units, imbue the language with characteristics of universality, adaptability, and

multifunctionality. Lexical innovations mirror the specificities of socio-cultural transformations and technological advancements amidst global digitalization and the ongoing upgrade of the communication space. Each innovation category has a specific role: neologisms shape social identity, hashtags enable seamless intercultural communication, and memes combine information with entertainment through text-graphic formats.

Despite digital challenges like disinformation and polarization, social media-driven lexical innovations significantly enrich modern English, transforming communication and driving linguistic evolution.

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