направленные и абстрактные отношения. Несмотря на кажущуюся простоту, правильное использование предлогов требует тонкого понимания их синтаксических ролей, семантических вариаций и когнитивных процессов, лежащих в основе их использования. Для не носителей языка освоение предлогов остается одним из самых сложных аспектов приобретения навыков владения английским языком.

Рассматривая предлоги с различных лингвистических, синтаксических и когнитивных точек зрения, это исследование обеспечивает более полное понимание их значения в английском языке.

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NEOLOGISMS IN MODERN ENGLISH: THE IMPACT OF SOCIAL MEDIA AND DIGITAL CULTURE

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Abstract. *This paper provides an extensive overview of how social media and digital culture have contributed to the emergence and rapid diffusion of neologisms in Modern English. By examining a broad range of examples – including like, unfriend, hashtag, binge – watch, doomscrolling, finsta, and more – this study highlights the complexity of linguistic innovation online. It further explores how these terms both reflect and reshape cultural values, user interactions, and the continually evolving relationship between technology and language in our globalized world.*

Key words: *Neologisms, social media, digital culture, linguistic innovation, word formation, youth culture, internet slang, acronyms, and creative blends.*

Over the last few decades, social media platforms such as Facebook, Twitter, Instagram, TikTok, and YouTube have propelled a dramatic surge in the creation, adoption, and dissemination of new vocabulary in the English language [3]. While neologisms – newly coined words or phrases – are a hallmark of any living language, the sheer speed at which they enter common usage has been magnified by the interconnected nature of digital environments. Social

media communities function as real – time laboratories where expressions are tested, validated, or abandoned based on user engagement and cultural resonance.

One of the most conspicuous examples is *like*, which has transformed from a marker of general fondness to a quantified digital approval signal. The verb *to like* is now deeply ingrained not only in casual speech but also in mainstream media, reflecting how semantic shifts can occur when technology repurposes existing vocabulary. Similarly, *unfriend*, once an informal internet term, has gained official recognition, signifying the removal of someone from one's social network. Both words exemplify how social media's relational mechanics – who follows or friends whom – translate into lexical innovation [6].

Beyond these well – known cases, Modern English has integrated numerous expressions shaped by online trends and interactions. Some revolve around *platform – specific verbs and nouns:* for instance, *tweet*, *retweet*, and *subtweet* originated on Twitter but now appear in everyday speech [2]. Branding has also evolved into common verbs – *Zoom* or "to Zoom" signals video conferencing – while *DM* ("direct message") highlights the process by which abbreviations become verbs.

Others reflect *new concepts of digital behavior*. The term *ghosting* describes abruptly ceasing communication without warning, a practice especially prevalent in online relationships. A *lurker* is someone who reads social media posts or forum threads but rarely participates. Meanwhile, *doomscrolling* (or *doomsurfing*) refers to the habit of compulsively reading negative or anxiety – inducing news [5], and *binge – watch* signifies consuming multiple episodes of a show in one prolonged session, a trend enabled by streaming services.

Another set of neologisms emerges from creative blends and acronyms. Words like finsta (a combination of "fake" and "Instagram") denote private accounts curated for close friends, whereas fitspiration (a blend of "fit" and "inspiration") represents motivational content related to fitness. Acronyms such as FOMO ("fear of missing out") capture the anxiety of missing social opportunities, while TL;DR ("too long; didn't read") summarizes or dismisses extensive content in a single breath [7]**.**

Many expressions also address *digital culture and social commentary*. For example, *stan* – derived from blending "stalker" and "fan" – describes an extremely devoted supporter of a celebrity or brand, while *ratio* on Twitter refers to replies receiving more likes than the original post, often suggesting disagreement or criticism. *Cancel (culture)* highlights the collective boycott of figures deemed objectionable [1], and *clickbait* underscores the financial incentives behind sensational headlines designed primarily to attract clicks.

In addition, certain terms capture an *internet – driven lifestyle and economy*. An *influencer* wields significant reach across social networks and can shape consumer behavior, whereas *crowdfunding* and *crowdsourcing* illustrate how online communities pool resources or ideas for various ventures. Words like *lifehack* refer to everyday tips popularized through short – form social media, while *NFT (Non – Fungible Token)* designates a digital certificate verifying ownership of a unique virtual artifact, such as art or collectibles.

Finally, *evolving slang and informal expressions* provide insight into how quickly language shifts among younger demographics. *Sus* (short for "suspicious"), popularized by the online game *Among Us*, spread rapidly into everyday youth parlance [4], while *cringe* describes something awkward or embarrassing. *Cheugy* denotes out – of – date or overdone trends, reflecting fast –

moving youth culture, and *adulting* humorously labels the embrace of everyday adult responsibilities by millennials and Gen Z.

In each of these clusters, the underlying processes of word formation – conversion, compounding, blending, and acronym – building – reflect how social media creates new contexts for linguistic experimentation. What starts as playful internet slang can quickly become essential in describing contemporary experiences, eventually earning recognition in dictionaries and academic discourse if its usage persists. The global reach of English – bolstered by widespread Anglophone media – amplifies the spread of these terms, as speakers in diverse linguistic communities adapt them to fit local morphologies or scripts. This phenomenon highlights English's role as a lingua franca in digital spaces, illustrating how online culture fosters mutual influences between languages worldwide.

Moreover, the social norms and behaviors these terms encode often reveal underlying cultural shifts. *Cancel culture* illuminates collective moral judgments enacted through social platforms, while *doomscrolling* signals the psychological cost of constant connectivity. Emerging economic models, seen in *influencer* marketing or *crowdfunding* campaigns, further underscore the intertwined nature of language, commerce, and identity in the digital era. In essence, these newly minted words serve as both linguistic tools and cultural barometers, reflecting and shaping how we engage with the world online.

From the perspective of language research, the swiftness of lexical innovation underscores the challenge of tracking and documenting neologisms. Linguists, lexicographers, and educators must determine which terms merit inclusion in authoritative references, a process now significantly accelerated through the use of online tracking tools. Teachers, too, often incorporate these words into lesson plans, helping learners navigate the rapidly evolving communication landscape. Consequently, social media neologisms stand as a testament to human adaptability, marking the fluid boundary where language, technology, and community converge.

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