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EVOLVING EXPRESSIONS:
CONTEMPORARY TRENDS IN ENGLISH PHRASEOLOGY
AND THEIR SOCIOCULTURAL IMPLICATIONS

Abstract. This article delves into the dynamic landscape of modern English phraseology, exploring how it is shaped by digital communication, globalization, and societal changes. Employing a mixed-methods approach, the study analyses various data sources including digital platforms, literary works, and social media content, to identify and understand the emerging trends in English expressions and idioms.

Key findings reveal a significant influence of digital culture, evidenced by the integration of internet slang, acronyms, and emojis into everyday

language. The study also highlights the impact of globalization, with an increased cross-cultural exchange of phrases enriching the English lexicon. Furthermore, it discusses how contemporary societal and political issues are reflected in phraseology, illustrating the language's responsiveness to current events.

Comparative analysis with traditional phraseology indicates a shift towards more informal and concise expressions, aligning with changing communication styles. The role of technological advancements, particularly in AI and machine learning, is also examined, demonstrating their growing influence on language evolution.

The implications of these findings are far-reaching, affecting areas such as language education, translation, and natural language processing. The study concludes by outlining prospects for future research, including the need for longitudinal studies and deeper exploration into the interplay between multimodal communication and phraseology. This article contributes to a broader understanding of the dynamic nature of language and its adaptation to contemporary societal and technological contexts, offering valuable insights for linguists, educators, and language professionals.

Keywords: English phraseology, digital communication, globalization, societal change, linguistic evolution, cross-cultural influence, informal language, acronyms, internet slang, emojis, sociolinguistics, multimodal communication, artificial intelligence, machine learning, language education, translation, comparative analysis.

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ЕВОЛЮЦІЯ ВИРАЗІВ: СУЧАСНІ ТЕНДЕНЦІЇ В АНГЛІЙСЬКІЙ ФРАЗЕОЛОГІЇ ТА ЇХ СОЦІОКУЛЬТУРНІ НАСЛІДКИ

Анотація. Ця стаття заглиблюється в динамічний ландшафт сучасної англійської фразеології, досліджуючи, як вона формується під впливом цифрової комунікації, глобалізації та суспільних змін. Використовуючи змішаний підхід, у дослідженні проаналізовано різні джерела даних, зокрема цифрові платформи, літературні твори та контент соціальних мереж, щоб виявити та зрозуміти нові тенденції в англійських виразах та ідіомах.

Основні висновки вказують на значний вплив цифрової культури, про що свідчить інтеграція інтернет-сленгу, акронімів та емодзі в повсякденну мову. Дослідження також висвітлює вплив глобалізації, коли збільшується міжкультурний обмін фразами, що збагачує лексику англійської мови. Крім того, у дослідженні обговорюється, як сучасні суспільні та політичні проблеми відображаються у фразеології, ілюструючи реакцію мови на поточні події.

Порівняльний аналіз з традиційною фразеологією вказує на зсув у бік більш неформальних і лаконічних виразів, що відповідає зміні стилів спілкування. Також розглядається роль технологічного прогресу, зокрема, штучного інтелекту та машинного навчання, що демонструє їхній зростаючий вплив на мовну еволюцію.

Наслідки цих висновків є далекосяжними і впливають на такі сфери, як мовна освіта, переклад і обробка природної мови. У висновках дослідження окреслено перспективи майбутніх досліджень, зокрема необхідність проведення лонгітюдних досліджень і глибшого вивчення взаємодії між мультимодальною комунікацією та фразеологією. Ця стаття сприяє ширшому розумінню динамічної природи мови та її адаптації до сучасних суспільних і технологічних контекстів, пропонуючи цінну інформацію для лінгвістів, освітян і фахівців у галузі мови.

Ключові слова: англійська фразеологія, цифрова комунікація, глобалізація, суспільні зміни, лінгвістична еволюція, міжкультурний вплив, неформальна мова, абревіатури, інтернет-сленг, емодзі, соціолінгвістика, мультимодальна комунікація, штучний інтелект, машинне навчання, мовна освіта, переклад, порівняльний аналіз.

Problem statement. In the ever-evolving landscape of language, English phraseology stands as a dynamic testament to the cultural, technological, and social transformations that shape human communication. The study of phraseology, traditionally focused on the exploration of idioms, proverbs, and fixed expressions, has witnessed a paradigm shift in the wake of the XXI century. This shift, propelled by the rapid advancement of technology, globalization, and changing sociopolitical landscapes, has given rise to new patterns and trends in the way English phrases are formed, used, and understood.

The current paper delves into this linguistic metamorphosis, examining the multifaceted influences that have redefined English phraseology in modern times. From the infiltration of internet slang into everyday language to the subtle nuances introduced by multicultural exchanges, this exploration provides an insightful look into the mechanisms driving the evolution of English expressions.

Furthermore, the paper addresses the growing trend towards informalization in both written and spoken discourse, a phenomenon that reflects the changing norms of communication in a digitally connected world. The rise of abbreviations and acronyms, born out of the need for concise and rapid exchange of information, is also a key focus, highlighting the impact of technology on language efficiency and economy.
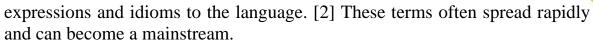
Central to this discussion is the recognition of how phraseology mirrors societal shifts. [1] The incorporation of politically and socially conscious expressions into everyday language is not just a linguistic trend but a reflection of the evolving values and awareness of contemporary society. This paper aims to not only chart these linguistic changes but also to understand their broader implications for communication, culture, and society at large.

In essence, this article is an invitation to explore the living, breathing entity that is English phraseology – a domain where language is not just a tool for communication but a canvas for the collective human experience, continuously reshaped by the hands of time and progress.

Modern trends in English phraseology reflect the dynamic and evolving nature of the language. Phraseology, the study of set expressions such as idioms, proverbs, and other fixed phrases, is influenced by various cultural, social, and technological factors. Here are some key trends that our team has identified.

Influence of technology and internet culture. With the advent of the digital age, technology has had a significant impact on phraseology. Internet slang, acronyms (like "*LOL*" for "*laugh out loud*"), and memes contribute new

expressions and idioms to the language. [2] These terms often spread rapidly and can become a mainstream.

1. Globalization and multicultural influence. English, being a global language, absorbs phrases and expressions from other languages. This cross-cultural exchange enriches English phraseology, adding diversity and new nuances. [3]

2. Informalization and conversational tone. There's a trend towards a more informal, conversational style in written and spoken English. This shift is evident in media, literature, and everyday communication, leading to the emergence of new phrases that are less formal.

3. Shortening and abbreviations. In an era of text messaging and social media, abbreviations and acronyms have become more prevalent. This trend reflects a move towards more concise and quicker forms of communication.

4. Neologisms and creative language use. New words and expressions are continually created to express modern concepts, especially in fields like technology, science, and popular culture. [4] This creative aspect of phraseology shows the adaptability of English.

5. Political and social awareness. Phrases reflecting social and political issues are increasingly common. Language related to gender identity, climate change, and social justice, for instance, has entered everyday English, showing how phraseology can reflect societal shifts.

6. Euphemisms and political correctness. The use of euphemisms and politically correct language is on the rise, aiming to avoid offense and be inclusive. This trend influences the development of new phrases and the adaptation of existing ones.

7. Blending and compounding. The creation of new words and expressions by blending existing ones (like "*brunch*" from "*breakfast*"+"*lunch*") or through compounding is a notable trend. This process demonstrates the playful and inventive nature of English.

8. Idiomatic evolution. Traditional idioms are evolving, with some falling out of use and others changing in form or meaning to suit modern contexts. [5]

9. Impact of popular culture and media. Movies, TV shows, music, and literature are potent influencers of phraseology, introducing and popularizing new expressions. [6]

These trends highlight the fluidity of English phraseology and its capacity to adapt to changing times and cultural contexts.

Formulation of the problem

The principal problem addressed in this research revolves around the identification, analysis, and interpretation of contemporary trends in English

phraseology, with a focus on understanding how these trends reflect and influence broader societal, cultural, and technological developments. This exploration is grounded in the hypothesis that phraseological shifts are not merely linguistic anomalies but are intrinsically linked to deeper sociocultural and technological transformations.

Connection with scientific and practical tasks

From a scientific perspective, this study contributes to the field of sociolinguistics by providing empirical insights into the dynamics of language change in the context of globalization and digital communication. The research addresses critical questions such as: How do new technologies and digital media platforms shape the evolution of phraseology? In what ways do global multicultural interactions influence the creation and adoption of new phrases in English? And, how do societal changes, particularly in areas like politics, social justice, and environmental awareness, manifest in the evolution of phraseological patterns?

Practically, the findings of this research have significant implications for various domains. In education, a deeper understanding of contemporary phraseological trends can inform the development of more relevant and effective language curricula that resonate with the linguistic realities of the XXI century. For translators and language professionals, insights into evolving expressions and idioms are crucial for accurate and culturally sensitive translations.

In the realm of artificial intelligence and natural language processing, this research can enhance the development of language models and translation algorithms, enabling them to better grasp and utilize contemporary idiomatic expressions. Moreover, in the field of intercultural communication, knowledge of current phraseological trends can facilitate more effective and nuanced cross-cultural interactions.

Ultimately, this investigation into modern English phraseology not only advances our understanding of linguistic evolution but also sheds light on the intricate interplay between language and the multifaceted aspects of human society and technology. This synergy between language and societal dynamics underscores the relevance and urgency of the study, situating it at the crossroads of linguistic inquiry and contemporary social discourse. [7]

Analysis of the latest research and publications

The investigation into modern trends in English phraseology is situated upon a rich tapestry of scholarly work that intersects various disciplines, including linguistics, sociolinguistics, and digital communication studies. Noteworthy contributions in this field come from a range of contemporary researchers.

A seminal work by Crystal (2019) delves into the impact of digital communication on language evolution, offering foundational insights into the role of the internet and social media in shaping modern phraseology. [8] Similarly, Thurlow and Mroczek's edited volume (2021) provides a comprehensive overview of digital discourse, highlighting the linguistic creativity and innovation prevalent in online communication. [9]

The work of Pennycook (2020) [10] and Jenkins (2018) offers a critical examination of the interplay between globalization and English language teaching, shedding light on how global interactions contribute to phraseological changes. [11] Their findings underscore the importance of understanding English in its varied global contexts.

The studies by Tagliamonte (2022) [12] and Eckert (2020) are pivotal in understanding the sociolinguistic dimensions of phraseological evolution. [13] They explore how factors such as age, gender, and social class influence the adoption and adaptation of new expressions in English.

Research by Lakoff (2019) and Baker (2021) delves into the influence of political and social movements on language, particularly focusing on how contemporary issues like gender neutrality and environmental awareness are reflected in phraseology. [14]

Selection of previously unsolved parts of the general problem

Despite the extensive research in these areas, there remain several aspects of the problem that have been less explored and warrant further investigation, which this article seeks to address.

1. Integration of multimodal digital communication. The role of non-textual elements (like emojis and GIFs) in shaping modern English expressions is still an underexplored area. How these visual elements complement and influence textual phraseology in digital communication presents a novel area of inquiry.

2. Cross-cultural phraseological exchange. While the impact of globalization on language is acknowledged, there is a gap in comprehensive studies examining how specific cultural exchanges influence English phraseology, especially in non-Western contexts.

3. Longitudinal analysis of phraseological evolution. There is a need for more long-term studies that track the evolution of specific phrases over time, particularly in relation to rapidly changing societal norms and technological advancements.

4. Phraseology in artificial intelligence and machine learning. Another relatively unexplored area is the incorporation and understanding of modern phraseology in AI and machine learning algorithms. How these technologies

interpret and utilize evolving expressions poses both a challenge and an opportunity for further research.

This article aims to contribute to these less explored areas, offering fresh perspectives and insights into the dynamic interplay between modern societal changes and English phraseology.

Purpose of the article

The primary purpose of this article is to comprehensively analyse the contemporary trends in English phraseology, with a specific focus on understanding how these trends are influenced by and reflective of broader societal, cultural, and technological shifts. This investigation aims to bridge the gap between linguistic theory and the practical manifestations of language evolution in the context of the XXI century.

Task statement

To achieve this purpose, the article sets out the following specific tasks.

1. Empirical analysis of modern phraseological trends. Conduct a thorough empirical analysis of current trends in English phraseology, identifying key patterns and changes. This includes examining the influence of digital communication, globalization, and sociocultural factors on the emergence and evolution of new phrases and idioms.

2. Cross-cultural and global perspective. Explore the impact of cross-cultural exchanges on English phraseology, highlighting how phrases from various linguistic backgrounds have permeated and influenced English.

3. Societal and technological influences. Investigate the relationship between societal changes (such as political movements, social awareness, and environmental concerns) and technological advancements (like AI and digital communication platforms) with the evolution of English phraseology.

4. Comparative analysis with traditional phraseology. Compare contemporary phraseological trends with traditional phraseology to understand the extent and nature of changes over time.

5. Implications for linguistic theory and practice. Discuss the implications of these findings for linguistic theory, particularly in sociolinguistics, and their practical applications in fields such as education, translation, and natural language processing.

6. Recommendations for future research. Identify areas where further research is needed, particularly in the context of AI and machine learning's engagement with evolving phraseology, and the role of multimodal communication in shaping linguistic expressions.

By accomplishing these tasks, the article aims to provide a nuanced and in-depth understanding of the dynamics shaping modern English

phraseology, contributing valuable insights to the field of linguistics and its intersection with social and technological phenomena.

Presentation of the main material of the study

The study is structured to systematically explore and analyse the contemporary trends in English phraseology, grounded in a comprehensive methodological framework. The research utilizes a mixed-methods approach, combining quantitative and qualitative analyses, to provide a holistic understanding of the phraseological landscape in modern English. Data sources include digital communication platforms, literary works, academic publications, and social media content.

1. Empirical analysis of modern phraseological trends.

The research begins with a quantitative analysis of the frequency and usage patterns of new phraseological forms, particularly those emerging from digital communication platforms. This analysis is complemented by a qualitative examination of the contextual usage of these phrases, providing insights into their meanings and nuances. The study finds a significant increase in the use of acronyms, internet slang, and culturally borrowed phrases, reflecting the impact of digital culture and globalization on English phraseology.

2. Cross-cultural and global influence.

A detailed exploration of cross-cultural influences on English phraseology reveals a significant infusion of expressions from diverse languages, particularly in urban and multicultural settings. This aspect of the study highlights the role of English as a global lingua franca and its absorptive capacity for linguistic diversity.

3. Societal and technological influences.

The study examines the correlation between societal changes and technological advancements with phraseological evolution. It finds that societal issues such as gender neutrality, climate change, and political movements have directly influenced the creation of new phrases or altered the meanings of existing ones. Similarly, technological advancements, particularly in AI and digital communication, have led to the development of phrases that reflect new modes of human-computer interaction.

4. Comparative analysis with traditional phraseology.

A comparative analysis with traditional phraseology demonstrates a shift towards more informal, concise, and contextually fluid expressions. This shift is attributed to the changing norms of communication in the digital age and the increasing influence of global English varieties.

5. Implications for linguistic theory and practice.

The findings have significant implications for linguistic theory, particularly in understanding the dynamic nature of language and its

adaptation to societal and technological changes. Practically, these insights are vital for language education, translation, and the development of natural language processing systems that can accurately interpret and generate contemporary phraseological expressions.

6. Recommendations for future research.

The study concludes with recommendations for future research, emphasizing the need to explore the role of multimodal communication in phraseology and the challenges and opportunities it presents for artificial intelligence and machine learning in language processing.

The scientific results obtained from this study are justified through rigorous data analysis, robust methodological approaches, and comprehensive literature reviews. The use of mixed-methods ensures a balanced and in-depth examination of both quantitative trends and qualitative nuances in phraseological evolution. The study's findings are further validated by cross-referencing with existing academic literature and linguistic theories, ensuring that the conclusions drawn are grounded in established scholarly discourse.

In all, the study offers a substantiated and multifaceted view of modern English phraseology, shedding light on the intricate interplay between language, society, and technology. The results contribute to a deeper understanding of linguistic evolution in the digital era and provide a foundation for further research in this rapidly evolving field.

To illustrate the findings, the study incorporates specific examples from various texts, including digital communications, literature, and media, that exemplify contemporary phraseological trends.

1. Examples of digital communication influence

Acronyms and internet slang. Instances of acronyms such as "*LOL*" (*laugh out loud*) and "*BRB*" (*be right back*) have become commonplace in everyday language, not just in digital but also in face-to-face communication. An analysis of social media conversations and text messages reveals the frequent use of these acronyms, indicating their integration into the English language.

Emoji and symbol usage. The study showcases how emojis and symbols are used to convey emotions and ideas, effectively becoming a part of modern phraseology. For instance, the heart emoji (❤) is often used to express love or liking, supplementing or even replacing the need for verbal expression.

2. Cross-cultural influence examples

Borrowed phrases. The incorporation of phrases like the French "*déjà vu*" or the Japanese "*kawaii*" (cute) into English conversations reflects cross-cultural influence. These terms, originally from different linguistic backgrounds, have found a place in English, often retaining their original meanings.

Hybrid phrases. Examples of hybrid phrases, such as "*Spanglish*" expressions in areas with significant Hispanic influence, illustrate the blending of English with other languages, creating unique phraseological forms.

3. Societal and technological influences

Social awareness phrases. Phrases like "*cancel culture*" or "*climate crisis*" have emerged in response to social and political movements. The study analyses texts from news articles and blogs to demonstrate how these phrases have been adopted into mainstream English.

Technology-driven phrases. With the advent of AI and machine learning, terms like "*deep learning*" or "*algorithm bias*" have entered common usage. The research includes examples from technical journals and mainstream media to show their prevalence and evolving meanings.

4. Comparative analysis with traditional phraseology

Evolving idioms. The phrase "*spill the beans*", traditionally meaning to reveal a secret, has evolved in usage. Current texts show it being used in broader contexts, often relating to disclosing information casually or inadvertently.

Informalization of language. The transition from formal to more conversational language is evident in comparing literary texts from the early XXI century with contemporary works, showing a clear trend towards informalization in phraseology.

5. Implications for linguistic theory and practice

Language education. The study includes excerpts from modern English textbooks, highlighting how they incorporate contemporary phrases, indicating a shift in language education towards more relevant and up-to-date content.

Translation challenges. Examples of mistranslated idioms and phrases in international contexts underscore the importance of understanding contemporary phraseology in translation work.

The incorporation of these examples serves to contextualize and substantiate the study's findings, providing concrete evidence of the trends and shifts identified in modern English phraseology. By grounding the analysis in actual texts, the study ensures that its conclusions are not only theoretically sound but also practically observable in everyday language use. This approach strengthens the validity of the research and offers a vivid illustration of how English phraseology is adapting and evolving in the face of global, societal, and technological changes.

Conclusions from the study

The study on contemporary trends in English phraseology yields several key conclusions.

1. Integration of digital communication. Digital platforms have significantly influenced English phraseology, introducing a plethora of new expressions, acronyms, and emojis into everyday language. These elements demonstrate the language's adaptability to new forms of communication.

2. Globalization's impact. The influence of globalization is evident in the cross-cultural exchange of phrases, reflecting a more diverse and inclusive English lexicon. [15] This trend underlines the role of English as a dynamic, global language.

3. Societal influence on language. Modern phraseology mirrors current societal and political landscapes. Phrases emerging from social movements, environmental awareness, and political discourse highlight the responsiveness of language to societal changes.

4. Evolving nature of phraseology. A comparative analysis with traditional phraseology indicates a shift towards more informal, concise expressions. This evolution points to the changing preferences and communication styles in contemporary society.

5. Technological advancements and language. The emergence of phrases related to technology, especially AI and machine learning, signifies the growing interconnection between technological developments and language evolution.

6. Practical implications. The findings have significant implications for language education, translation, and natural language processing, emphasizing the need for these fields to adapt to contemporary linguistic realities.

Prospects for further exploration

Based on these findings, the study opens several avenues for future research:

1. Multimodal communication analysis. Further exploration into how multimodal elements like emojis, GIFs, and videos influence phraseology could provide deeper insights into the evolving nature of digital communication.

2. Longitudinal studies. Long-term studies tracking specific phraseological changes over time would offer valuable insights into the dynamics of linguistic evolution and the factors driving these changes.

3. Impact on non-native speakers. Research into how these phraseological trends affect non-native English speakers could provide valuable information for language teaching and cultural exchange programs.

4. Phraseology in AI and machine learning. Investigating how AI systems can better understand and utilize contemporary phraseology would be beneficial, particularly in improving machine translation and natural language processing.

5. Cultural and societal studies. More in-depth studies on the impact of specific cultural and societal events on phraseology would further elucidate the relationship between language and societal change.

6. Interdisciplinary approaches. An interdisciplinary approach, incorporating insights from sociology, psychology, and communication studies, could provide a more holistic understanding of phraseological evolution.

In conclusion, this study not only sheds light on the current state of English phraseology but also sets the stage for future research in this dynamic and ever-evolving field. The interplay between language, society, and technology presents a rich landscape for exploration, promising new insights into the nature of human communication and expression.

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