
**DIGITAL DISCOURSE OF ENGLISH:
NEW COMMUNICATION FORMATS
AND LANGUAGE PRACTICES**

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INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed the ways individuals communicate, acquire information, construct knowledge, and participate in social interaction. The digitalization of society has not only altered communication channels but has also reshaped the linguistic characteristics of discourse itself. English, functioning as the dominant language of international communication, scientific collaboration, digital media, and global business, has become the primary medium through which digital discourse develops and evolves. Consequently, the study of digital discourse of English has emerged as one of the most significant directions in contemporary linguistics, integrating perspectives from discourse analysis, cognitive linguistics, sociolinguistics, corpus linguistics, media linguistics, pragmatics, computational linguistics, and digital humanities.

Digitalization has become a defining feature of the twenty-first century, influencing virtually every domain of human activity¹. The proliferation of high-speed Internet access, cloud computing, mobile technologies, social networking platforms, artificial intelligence, and immersive virtual environments has fundamentally changed the nature of communication. Unlike traditional face-to-face or printed communication, digital interaction is characterized by speed, multimodality, interactivity, personalization, and continuous global connectivity. These characteristics have created new linguistic environments in which English serves as the principal language for the exchange of knowledge, professional collaboration, academic publishing, technological innovation, and intercultural communication.

¹ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

Digital discourse differs substantially from traditional forms of communication. It combines verbal, visual, audio, and interactive components into multimodal communicative practices that transcend geographical, cultural, and temporal boundaries. Social networking platforms, instant messaging applications, blogs, online learning environments, virtual communities, podcasts, streaming services, collaborative digital workspaces, and artificial intelligence systems have generated entirely new communicative ecosystems characterized by immediacy, multimodality, interactivity, personalization, and algorithmic mediation. Within these environments, linguistic meaning is constructed not only through words but also through images, videos, emojis, GIFs, hashtags, hyperlinks, voice messages, typography, interface design, and various other semiotic resources. Consequently, communication has become increasingly multimodal, dynamic, and context-dependent².

The transformation of communication has also significantly influenced the structural characteristics of the English language. Digital interaction encourages lexical innovation, semantic shifts, grammatical simplification, pragmatic adaptation, and stylistic variability. New vocabulary emerges continuously in response to technological development, including neologisms, abbreviations, acronyms, internet slang, platform-specific terminology, and hybrid lexical constructions. Expressions such as *selfie*, *livestream*, *doomscrolling*, *crowdsourcing*, *clickbait*, *deepfake*, *influencer*, *emoji*, and *algorithmic bias* have rapidly become part of everyday English. Simultaneously, traditional linguistic norms coexist with innovative discourse practices characterized by concise syntax, informal register, multimodal expression, and interactive audience engagement.

One of the most distinctive features of contemporary English digital discourse is its multimodal nature. Unlike conventional written texts, digital communication integrates multiple semiotic systems into a coherent communicative act. Meaning is generated through the interaction of linguistic signs with visual images, animations, audio recordings, hyperlinks, reaction icons, and interactive interface elements. This phenomenon has encouraged the development of multimodal discourse analysis as an interdisciplinary field examining how diverse communicative resources function together to produce meaning within digital environments. The increasing complexity of multimodal communication requires linguists to move beyond purely textual analysis toward comprehensive models capable of explaining the interaction between language, technology, cognition, and visual representation.

² Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

The emergence of artificial intelligence has intensified these processes even further. Large language models, intelligent writing assistants, automated translation systems, speech recognition technologies, conversational agents, adaptive educational platforms, and generative AI applications increasingly participate in human communication. Rather than functioning solely as technological tools, AI systems actively shape language production, influence stylistic preferences, facilitate multilingual interaction, optimize communication strategies, and contribute to the creation of hybrid forms of digital discourse.³ Human communication is therefore becoming increasingly collaborative, where linguistic production often results from interaction between human users and intelligent computational systems. Consequently, linguistic research must reconsider traditional approaches to discourse analysis by incorporating computational methods, human-computer interaction studies, and interdisciplinary perspectives derived from artificial intelligence research.

The rapid development of AI-generated communication has also generated entirely new research questions concerning authorship, authenticity, originality, creativity, and linguistic agency. Digital texts are increasingly produced collaboratively by humans and machines, making it difficult to distinguish between human-generated and AI-generated language. This phenomenon challenges conventional understandings of discourse production and necessitates the development of new analytical frameworks capable of describing hybrid communicative practices. Furthermore, intelligent language technologies significantly influence translation, academic writing, professional communication, customer service, journalism, marketing, and educational activities, thereby expanding the scope of linguistic inquiry.

At the same time, digital communication introduces numerous social, linguistic, and ethical challenges. The widespread dissemination of misinformation, algorithmically generated content, digital manipulation, identity construction, privacy concerns, cyberbullying, online polarization, and ethical issues associated with AI-generated communication require comprehensive linguistic investigation. Researchers increasingly focus on understanding how digital environments influence language variation, discourse strategies, communicative competence, intercultural interaction, persuasion, public opinion formation, and the evolution of English as a global language. Algorithmic recommendation systems and personalized digital environments further influence communicative behavior by shaping users' exposure to linguistic patterns, information sources, and discourse communities.

³ Jewitt C., Bezemer J., O'Halloran K. *Introducing Multimodality*. 3rd ed. London : Routledge, 2023. 304 p.

Digital discourse also reflects ongoing processes of globalization and intercultural communication. English has become the principal *lingua franca* within multinational corporations, international organizations, online educational platforms, scientific communities, and global digital networks. Speakers from diverse linguistic and cultural backgrounds employ English as a shared communicative resource while simultaneously incorporating features of their native languages and local communicative traditions.⁴ Consequently, digital English demonstrates increasing linguistic diversity, giving rise to multiple localized varieties, hybrid discourse practices, and culturally specific communicative conventions. These developments reinforce the importance of investigating digital discourse from cognitive, sociolinguistic, intercultural, and pragmatic perspectives.

From an educational perspective, digital discourse plays an essential role in foreign language teaching and learning. Students no longer encounter English exclusively through textbooks or classroom instruction; instead, they engage with authentic digital environments where communication occurs through multimodal resources, collaborative platforms, social media, virtual exchanges, online academic communities, intelligent tutoring systems, AI-assisted learning tools, and immersive virtual environments. The integration of artificial intelligence into language education has transformed instructional methodologies by providing personalized feedback, adaptive learning pathways, automated writing evaluation, pronunciation assessment, conversational practice, and immediate linguistic support. Consequently, digital literacy, media literacy, information literacy, and AI literacy become indispensable components of modern language education alongside traditional linguistic competence.

The study of English digital discourse is inherently interdisciplinary. It integrates theoretical principles from linguistics, communication studies, media studies, psychology, cognitive science, sociology, education, computer science, artificial intelligence, and information technologies. Such interdisciplinary collaboration enables researchers to investigate not only linguistic structures but also cognitive mechanisms, communicative behavior, technological mediation, and sociocultural factors influencing language use within digital ecosystems. Modern linguistic research increasingly combines qualitative discourse analysis with quantitative corpus methods, computational linguistics, natural language processing, sentiment analysis, multimodal analytics, and big data technologies to provide a comprehensive understanding of digital communication.⁵

⁴ Jones R. H. *Digital Literacies*. London : Routledge, 2021. 254 p.

⁵ Kress G. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. 2nd ed. London : Routledge, 2022. 240 p.

The relevance of this study is determined by the necessity to investigate the linguistic mechanisms underlying English digital discourse, identify emerging communication formats, analyze innovative language practices, and evaluate the impact of digital technologies and artificial intelligence on contemporary English communication. Particular attention is devoted to the interaction between multimodal communication, digital literacy, intercultural competence, computational language technologies, and evolving discourse conventions that characterize contemporary English in digital environments. The findings of such research contribute not only to theoretical linguistics but also to applied linguistics, English language teaching, intercultural communication, computational linguistics, media studies, digital humanities, and the development of effective educational strategies for the digital era. Ultimately, investigating digital discourse of English provides valuable insights into the ongoing transformation of language in response to technological innovation and contributes to a deeper understanding of communication in an increasingly interconnected, AI-driven global society.

1. The problem's prerequisites emergence and the problem's formulation

The emergence of digital discourse results from the rapid integration of information and communication technologies into virtually every sphere of contemporary society. During the last three decades, the Internet has evolved from a repository of information into an interactive communicative ecosystem where users continuously create, modify, disseminate, and interpret textual and multimodal content. This transformation has significantly influenced linguistic behavior, discourse organization, and communicative norms.

Global digitalization has accelerated the development of English as the predominant language of international online communication. More than half of scientific publications, digital educational resources, technological documentation, social media interactions, and professional communication are produced in English. Consequently, English serves not merely as a lingua franca but also as the principal language through which technological innovation and digital communication evolve.

Simultaneously, communication technologies have become increasingly multimodal. Contemporary discourse integrates written language with images, videos, animations, hyperlinks, emojis, GIFs, hashtags, voice messages, and interactive interfaces. Such multimodal integration challenges traditional linguistic models that primarily focus on verbal texts. Modern communication

requires researchers to investigate how different semiotic resources jointly construct meaning within digital environments.⁶

The development of social networking platforms has fundamentally transformed interpersonal communication. Unlike traditional written discourse, digital communication demonstrates high levels of informality, spontaneity, interactivity, and collaborative content production. Users constantly adapt their language according to technological affordances, platform conventions, audience expectations, and algorithmic recommendations. Consequently, digital discourse exhibits remarkable lexical creativity, pragmatic flexibility, and stylistic hybridity.

Another prerequisite concerns the widespread implementation of artificial intelligence technologies. AI-powered chatbots, automated writing assistants, machine translation systems, intelligent tutoring systems, and large language models increasingly participate in communicative processes. Human-computer interaction has become an essential component of everyday communication, creating entirely new discourse genres that require systematic linguistic analysis.

Educational digitalization represents another significant factor. Universities worldwide increasingly employ online learning management systems, virtual classrooms, collaborative writing platforms, AI-based assessment tools, and intelligent feedback systems. English language instruction therefore extends beyond traditional classroom interaction into complex digital ecosystems where students simultaneously develop linguistic, digital, communicative, and intercultural competences.

The problem addressed in this chapter may therefore be formulated as follows: despite the growing number of studies devoted to digital communication, there remains no comprehensive linguistic framework capable of explaining how English digital discourse functions across diverse technological environments characterized by multimodality, artificial intelligence, algorithmic mediation, intercultural interaction, and rapidly changing communicative practices. Furthermore, existing research frequently investigates isolated aspects of digital communication rather than examining the interaction between linguistic, cognitive, technological, sociocultural, and educational dimensions⁷.

Accordingly, the objective of this study is to identify the principal characteristics of English digital discourse, analyze emerging communication formats and language practices, evaluate the influence of artificial intelligence

⁶ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

⁷ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

and digital technologies on discourse production, and determine their implications for contemporary linguistic theory and English language education.

2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development

Contemporary investigations of digital discourse demonstrate remarkable methodological diversity. Researchers employ discourse analysis, corpus linguistics, cognitive linguistics, conversation analysis, multimodal discourse analysis, computational linguistics, network analysis, ethnographic approaches, critical discourse analysis, and AI-assisted text mining. Each methodology contributes valuable insights while simultaneously revealing methodological limitations.

Traditional discourse analysis remains one of the most influential approaches. It investigates coherence, cohesion, communicative intentions, genre conventions, interactional strategies, and pragmatic functions within digital texts. Although discourse analysis successfully explains linguistic organization, it often overlooks multimodal interaction involving visual, auditory, and algorithmically generated content. Consequently, its explanatory potential becomes limited in highly interactive digital environments.

Corpus linguistics significantly expands analytical possibilities by enabling researchers to examine millions of authentic language samples collected from online platforms, social media, blogs, discussion forums, academic repositories, and digital news media. Corpus-based methods reveal lexical innovations, frequency patterns, grammatical variation, collocations, semantic shifts, and emerging discourse markers characteristic of digital English. Nevertheless, quantitative corpus analysis alone cannot fully explain communicative intentions, contextual interpretation, or sociocultural meanings embedded within digital interaction⁸.

Multimodal discourse analysis addresses these limitations by integrating verbal and non-verbal communicative resources. This methodology recognizes that meaning emerges through the interaction of language, images, typography, layout, animation, emojis, sound, hyperlinks, and interface design.⁹ Such an approach is particularly valuable for investigating communication on platforms such as Instagram, TikTok, YouTube, LinkedIn, and X, where linguistic meaning depends heavily on multimodal representation.

⁸ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

⁹ Warschauer M. *Learning in the Cloud: How (and Why) to Transform Schools with Digital Media*. New York : Teachers College Press, 2021. 216 p.

Recent years have witnessed increasing application of computational linguistics and artificial intelligence in discourse studies. Machine learning algorithms, natural language processing techniques, sentiment analysis, topic modeling, semantic vector representations, and transformer-based language models enable researchers to process extensive digital datasets with unprecedented efficiency. These computational approaches facilitate large-scale analysis while simultaneously raising questions concerning interpretability, transparency, algorithmic bias, and ethical responsibility.

Critical discourse analysis complements computational approaches by investigating power relations, ideological representation, digital manipulation, algorithmic governance, misinformation, and identity construction. Researchers increasingly recognize that digital discourse cannot be adequately understood without considering political, economic, technological, and sociocultural factors shaping online communication.

Despite considerable methodological progress, no single research approach sufficiently captures the complexity of English digital discourse. The most promising direction involves integrating cognitive, discourse, corpus, multimodal, computational, and sociolinguistic methodologies into a comprehensive interdisciplinary framework capable of explaining language practices within contemporary digital ecosystems.

3.1. Digital communication formats and the evolution of English discourse

The unprecedented development of digital technologies has fundamentally transformed the architecture of human communication, giving rise to entirely new discourse environments characterized by multimodality, interactivity, globalization, and technological mediation. Unlike traditional communication, which was predominantly linear and text-oriented, digital discourse functions within dynamic virtual ecosystems where communication occurs synchronously and asynchronously across multiple platforms. English has naturally become the dominant language within these environments, serving as the principal medium of interaction in international education, scientific collaboration, business communication, entertainment, and social networking.

The emergence of digital communication formats has significantly influenced both the structural organization and functional characteristics of English discourse. Traditional distinctions between spoken and written language have become increasingly blurred. Instant messaging applications, social networking platforms, collaborative online environments, discussion forums, podcasts, livestreaming services, webinars, and video conferencing systems combine linguistic features traditionally associated with oral communication – such as

spontaneity, informality, conversational turn-taking, and emotional expression – with the permanence and editability of written texts. Consequently, digital discourse represents a hybrid communicative phenomenon that cannot be adequately described using conventional linguistic categories.¹⁰

One of the defining characteristics of English digital discourse is multimodality. Meaning is no longer constructed exclusively through verbal language but emerges from the interaction of multiple semiotic resources, including written text, photographs, videos, animations, infographics, emojis, GIFs, hyperlinks, hashtags, stickers, typography, interface design, and audio components. These multimodal elements function simultaneously, complementing, reinforcing, or even replacing traditional linguistic expressions. Emojis, for instance, frequently compensate for the absence of facial expressions and intonation in online communication, while GIFs and memes often convey complex emotional, cultural, and pragmatic meanings that extend beyond lexical representation.

The integration of multimodal resources has encouraged significant lexical innovation within contemporary English. Digital communication continuously generates neologisms describing emerging technologies, communicative practices, and online experiences. Words such as livestream, crowdfunding, vlogging, deepfake, cyberbullying, doomscrolling, microlearning, finfluencer, deplatforming, metaverse, and prompt engineering have entered mainstream vocabulary within remarkably short periods. These lexical innovations illustrate the adaptive capacity of English to respond rapidly to technological change and social transformation.

Morphological creativity likewise characterizes digital English. Word-formation processes including compounding, clipping, blending, abbreviation, acronym formation, and semantic extension occur with unprecedented frequency. Examples such as netizen (Internet + citizen), phubbing (phone + snubbing), infodemic (information + epidemic), edtech (education + technology), and cyberwellness demonstrate the linguistic productivity associated with digital communication. The accelerated dissemination of innovations through online platforms contributes to their rapid lexical normalization across diverse English-speaking communities¹¹.

Digital discourse also demonstrates considerable grammatical flexibility. Communication on social networking platforms frequently employs sentence fragments, ellipsis, simplified syntactic constructions, omission of function words, unconventional punctuation, and deliberate deviations from standard

¹⁰ Zhao Y. *Artificial Intelligence and Language Education*. Cham : Springer, 2023. 318 p.

¹¹ Tagg C. *Exploring Digital Communication: Language in Action*. London : Routledge, 2022. 278 p.

grammatical norms. Rather than indicating linguistic decline, these features reflect communicative efficiency within technologically mediated environments where brevity and immediacy often receive higher priority than grammatical completeness. Digital grammar therefore represents functional adaptation rather than linguistic deterioration.

Pragmatic strategies have likewise undergone significant transformation. Communication within digital environments increasingly relies upon platform-specific conventions, including tagging, mentioning, reposting, quoting, reacting, hyperlinking, and algorithmically amplified interaction. Hashtags perform multiple discourse functions simultaneously: they categorize information, facilitate content retrieval, establish community membership, express ideological positions, and contribute to discourse coherence. Similarly, mentions using the "@" symbol enable direct interpersonal interaction while simultaneously expanding audience participation beyond traditional conversational boundaries.

The development of social networking platforms has profoundly influenced discourse organization. Unlike conventional written communication, digital discourse frequently exhibits non-linear structures connected through hyperlinks, comment threads, embedded multimedia, algorithmic recommendations, and interactive user participation. Readers no longer function merely as passive recipients of information but actively contribute to discourse construction through comments, reactions, collaborative editing, content sharing, and user-generated responses. Communication consequently becomes decentralized, participatory, and continuously evolving.

Another important characteristic concerns the emergence of micro-discourse. Platforms such as X (formerly Twitter), Threads, and various messaging applications encourage concise communication constrained by technological design. These limitations have stimulated the development of highly compressed linguistic structures relying upon contextual inference, shared background knowledge, abbreviations, internet slang, and multimodal supplementation. Despite their brevity, such communicative units frequently perform complex informational, persuasive, emotional, and interpersonal functions.

The globalization of digital communication has simultaneously accelerated intercultural interaction. English functions as the principal *lingua franca* among users representing diverse linguistic, cultural, and professional backgrounds. Consequently, contemporary digital English incorporates lexical borrowings, discourse conventions, politeness strategies, and communicative preferences originating from numerous linguistic communities¹². This phenomenon contributes to the emergence of culturally hybrid forms of English characterized

¹² Crystal D. *Language and the Internet*. 2nd ed. Cambridge : Cambridge University Press, 2006. 304 p.

by linguistic flexibility, intercultural accommodation, and pragmatic adaptability.

Digital discourse also exhibits remarkable genre diversification. Traditional genres such as academic articles, business correspondence, news reports, and educational materials increasingly coexist with newly emerging digital genres including blogs, vlogs, podcasts, webinars, livestreams, online tutorials, discussion threads, collaborative documents, digital storytelling, influencer communication, and AI-generated conversational texts. Each genre possesses distinctive linguistic conventions determined by communicative purpose, audience expectations, technological affordances, and platform architecture.

Particularly noteworthy is the growing influence of algorithmic mediation. Communication within digital environments is increasingly shaped by recommendation algorithms, search engines, automated moderation systems, and artificial intelligence technologies that determine content visibility, audience engagement, and discourse circulation. Consequently, discourse production becomes partially influenced by computational systems rather than exclusively by human communicative intentions. Content creators often adapt lexical choices, stylistic features, and discourse organization according to platform algorithms in order to maximize visibility and audience interaction.

The integration of intelligent technologies has further expanded the boundaries of digital discourse. Automatic subtitles, machine translation, predictive text generation, grammar correction software, intelligent search engines, and conversational AI increasingly participate in communicative processes. These technologies reduce linguistic barriers while simultaneously influencing language standardization, stylistic variation, and communicative preferences. Digital discourse therefore represents an evolving interaction between human cognition and computational intelligence.¹³

From a cognitive perspective, digital communication encourages nonlinear information processing. Hypertextual organization enables users to navigate information through associative pathways rather than sequential reading. Simultaneously, multimedia presentation stimulates multiple cognitive channels responsible for visual, auditory, verbal, and interactive information processing. Such characteristics require speakers and readers to develop advanced digital literacy, multimodal literacy, information evaluation skills, and critical thinking abilities.

The educational implications of these developments are equally significant. Students increasingly encounter authentic English through digital platforms rather than exclusively through printed educational materials. Participation in

¹³ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

online discussions, collaborative writing projects, virtual conferences, MOOCs, educational podcasts, and AI-supported learning environments enables learners to acquire communicative competence within realistic discourse contexts. Consequently, English language instruction increasingly emphasizes authentic digital communication, multimodal literacy, collaborative interaction, and critical evaluation of digital information alongside traditional grammatical competence.

Professional communication has undergone similar transformation. International organizations employ digital collaboration platforms such as Microsoft Teams, Slack, Zoom, Google Workspace, and numerous project management systems where English functions as the principal language of communication. Professional discourse within these environments combines formal organizational language with interactive conversational features characteristic of digital communication. Employees must therefore develop not only linguistic proficiency but also digital communicative competence enabling effective participation in technologically mediated professional environments.¹⁴

Overall, the evolution of English digital discourse demonstrates that language continuously adapts to technological innovation. Digital communication formats have expanded linguistic creativity, diversified discourse genres, transformed communicative conventions, and redefined the relationship between language, technology, and society. Contemporary English increasingly functions as a flexible, multimodal, globally interconnected communicative system capable of responding rapidly to the demands of digital civilization. Understanding these transformations is essential for advancing linguistic theory, improving English language education, and preparing future professionals to communicate effectively within the complex digital environments that characterize the twenty-first century.

3.2. Artificial intelligence, social media, and emerging language practices

The rapid advancement of artificial intelligence (AI) and the exponential growth of social media have profoundly transformed the linguistic landscape of contemporary English. These technological developments have not only created new channels of communication but have also fundamentally altered the ways language is produced, interpreted, distributed, and evaluated. Digital discourse is no longer shaped exclusively by human participants; instead, it increasingly emerges from the interaction between human users, intelligent algorithms, automated

¹⁴ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

systems, and digital platforms. Consequently, the study of English digital discourse requires an interdisciplinary perspective that integrates linguistics, communication studies, artificial intelligence, media studies, and cognitive science.¹⁵

Artificial intelligence has evolved from a supportive technological tool into an active participant in communication. Contemporary AI applications – including large language models (LLMs), intelligent chatbots, automated translation systems, virtual assistants, speech recognition software, and AI-powered writing assistants – are capable of generating coherent, context-sensitive, and grammatically accurate texts that closely resemble human language. Technologies such as ChatGPT, Google Gemini, Microsoft Copilot, Claude, and DeepL have become integral components of academic writing, business communication, customer service, journalism, education, and content creation. Their widespread adoption has introduced new forms of human-computer interaction in which discourse is jointly constructed by human cognition and machine intelligence.

One of the most significant linguistic consequences of AI implementation is the transformation of writing practices. Digital writing increasingly involves collaboration between authors and intelligent systems capable of suggesting vocabulary, correcting grammatical errors, improving stylistic coherence, summarizing complex information, and generating complete texts. As a result, the process of writing has shifted from purely individual production to interactive co-authorship. Writers now assume the role of editors, evaluators, and prompt designers, while AI systems function as collaborative communicative partners. This transformation challenges traditional concepts of authorship, originality, creativity, and linguistic competence.

The emergence of prompt engineering illustrates this shift particularly well. Effective interaction with generative AI depends on the user's ability to formulate clear, precise, and contextually appropriate prompts. Consequently, prompt construction itself has become a new communicative genre requiring linguistic accuracy, pragmatic awareness, and discourse planning. Users must consider lexical choice, syntactic organization, semantic specificity, contextual framing, and communicative objectives to achieve optimal interaction with AI systems. Thus, prompt engineering represents a novel linguistic practice situated at the intersection of discourse analysis, pragmatics, and computational linguistics.¹⁶

¹⁵ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

¹⁶ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

Artificial intelligence has also influenced lexical development within English. New terminology continuously emerges to describe AI technologies, digital interaction, and computational processes. Expressions such as hallucination, fine-tuning, machine learning, deep learning, retrieval-augmented generation, synthetic media, algorithmic transparency, prompt injection, and AI literacy have rapidly become common in academic, professional, and public discourse. The speed with which these lexical innovations enter everyday communication demonstrates the remarkable adaptability of English to technological change.

Social media platforms further accelerate lexical innovation by facilitating the rapid dissemination of new vocabulary across global communities. Platforms such as TikTok, Instagram, YouTube, LinkedIn, X (formerly Twitter), Reddit, and Threads function as powerful linguistic laboratories where users constantly experiment with language, create neologisms, redefine existing expressions, and establish new discourse conventions. Viral content enables lexical innovations to spread globally within hours, significantly reducing the time traditionally required for new words to become integrated into common language use.

One characteristic feature of social media discourse is its high degree of linguistic creativity. Users frequently employ abbreviations, acronyms, clipped forms, internet slang, emojis, hashtags, memes, and multimodal expressions to achieve communicative efficiency. Acronyms such as IMO (In My Opinion), FOMO (Fear of Missing Out), TL;DR (Too Long; Didn't Read), OOTD (Outfit of the Day), and POV (Point of View) illustrate how digital discourse favors concise yet semantically rich linguistic forms. Similarly, hashtags perform multiple communicative functions by organizing information, expressing ideological positions, creating online communities, and increasing content visibility through algorithmic indexing.

The relationship between artificial intelligence and social media is particularly evident in algorithmically mediated communication. Unlike traditional communication, where speakers determine discourse primarily according to interpersonal intentions, digital interaction increasingly depends upon recommendation algorithms that prioritize, filter, and distribute content according to user preferences, behavioral data, and platform objectives. Consequently, linguistic production is influenced not only by communicative goals but also by algorithmic optimization. Content creators intentionally adapt lexical choices, sentence structures, keywords, titles, and stylistic features to maximize algorithmic visibility and audience engagement.

Algorithmic mediation has also contributed to the emergence of platform-specific discourse styles.¹⁷ Communication on LinkedIn typically emphasizes professional identity, formal vocabulary, and corporate discourse conventions. In contrast, TikTok encourages highly expressive, multimodal, and emotionally engaging communication characterized by concise captions, audiovisual storytelling, and viral trends. Reddit promotes community-based discussion supported by argumentation and collaborative knowledge construction, whereas Instagram prioritizes visual communication supplemented by concise textual commentary. These platform-specific communicative norms influence not only discourse organization but also lexical selection, pragmatic strategies, and stylistic preferences.

Another important consequence of AI integration concerns multilingual communication. Automated translation systems have significantly reduced linguistic barriers, enabling users from different linguistic backgrounds to communicate more effectively. Neural machine translation technologies now produce increasingly natural and contextually appropriate translations, facilitating international academic collaboration, global business communication, intercultural dialogue, and educational exchange. Nevertheless, translation technologies continue to encounter challenges related to pragmatics, cultural references, idiomatic expressions, humor, metaphor, and context-sensitive meaning, highlighting the continuing importance of human linguistic expertise.

The multimodal nature of social media further distinguishes digital discourse from traditional communication. Meaning emerges through the interaction of written language with photographs, videos, audio recordings, emojis, GIFs, stickers, animations, hyperlinks, and interface elements. AI technologies increasingly participate in creating these multimodal resources by generating images, synthesizing voices, producing videos, and designing visual content. Consequently, digital discourse has become a hybrid communicative environment where linguistic and visual signs function as equally important components of meaning construction.

Artificial intelligence also influences discourse coherence and stylistic consistency.¹⁸ AI-assisted writing tools recommend lexical alternatives, improve sentence structure, identify grammatical inaccuracies, enhance readability, and ensure textual coherence. While these functions significantly improve writing efficiency, they may simultaneously contribute to stylistic homogenization. Excessive reliance on AI-generated suggestions could gradually reduce linguistic diversity by promoting standardized vocabulary, conventional

¹⁷ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

¹⁸ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

sentence structures, and predictable discourse patterns. This issue raises important questions concerning creativity, linguistic individuality, and stylistic variation in digitally mediated communication.

From a sociolinguistic perspective, AI and social media contribute to the democratization of language production. Individuals without formal linguistic training now possess access to sophisticated technologies capable of supporting professional-quality communication. Small businesses, students, researchers, educators, and independent content creators can produce linguistically polished materials using AI-powered assistance. Consequently, digital technologies have expanded participation in global English-language communication while simultaneously increasing competition within digital information environments.

However, these developments also generate significant ethical and communicative challenges. AI-generated misinformation, deepfake technologies, fabricated news articles, synthetic media, automated propaganda, and coordinated disinformation campaigns demonstrate how intelligent systems may be employed to manipulate public discourse. Linguists therefore play an increasingly important role in developing analytical frameworks capable of identifying linguistic markers of AI-generated texts, detecting manipulative discourse strategies, and promoting responsible digital communication practices.

Privacy and data security constitute another important dimension of AI-mediated discourse. Most intelligent language systems operate by processing substantial quantities of user-generated linguistic data. Questions concerning data ownership, informed consent, algorithmic transparency, and ethical use of personal information have therefore become central topics within digital communication research. These issues highlight the necessity of integrating ethical considerations into linguistic investigations of AI-supported discourse.¹⁹

Education represents one of the fields most profoundly affected by AI technologies. Students increasingly employ generative AI to support academic writing, language learning, translation, vocabulary acquisition, grammar practice, and research activities. Intelligent tutoring systems provide personalized feedback, adaptive learning pathways, automated assessment, and interactive conversational practice. Rather than replacing teachers, AI technologies increasingly function as educational partners that enhance individualized instruction and facilitate learner autonomy. Nevertheless, educational institutions must simultaneously develop policies promoting academic integrity, critical thinking, responsible AI use, and digital literacy.

¹⁹ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

The concept of AI literacy has therefore emerged as a crucial component of modern communicative competence. Beyond linguistic proficiency, contemporary English users must understand how AI systems generate language, recognize their limitations, evaluate AI-generated information critically, formulate effective prompts, verify factual accuracy, and employ intelligent technologies ethically. AI literacy complements digital literacy, media literacy, and information literacy, collectively forming the foundation of successful communication within technologically advanced societies.

From a cognitive perspective, interaction with artificial intelligence modifies traditional communication processes. Instead of relying exclusively on memory and individual linguistic knowledge, users increasingly externalize cognitive tasks by delegating information retrieval, summarization, translation, editing, and text generation to intelligent systems. This phenomenon has encouraged researchers to reconsider the relationship between human cognition and technological augmentation, emphasizing that language production increasingly represents a collaborative process distributed across humans and intelligent computational systems.

Overall, artificial intelligence and social media have become major driving forces in the evolution of English digital discourse.²⁰ They influence lexical innovation, discourse organization, multimodal communication, pragmatic conventions, intercultural interaction, educational practices, and professional communication. At the same time, they generate complex ethical, cognitive, and sociolinguistic challenges that require interdisciplinary investigation. Understanding these transformations is essential for developing comprehensive theories of digital discourse and for preparing individuals to participate effectively, responsibly, and critically in the rapidly evolving communicative environments of the digital age.

3.3. Educational and professional implications of English digital discourse

The digital transformation of communication has profoundly influenced both educational systems and professional environments, making English digital discourse an indispensable component of contemporary linguistic competence. As English continues to function as the primary language of international communication, scientific research, business cooperation, and technological innovation, the ability to participate effectively in digital communicative environments has become an essential requirement for students, educators,

²⁰ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

researchers, and professionals worldwide. Consequently, English language education has gradually shifted from traditional grammar-centered instruction toward the development of comprehensive digital communicative competence that integrates linguistic knowledge with technological, intercultural, and critical thinking skills.²¹

One of the most significant educational consequences of digitalization is the emergence of authentic digital learning environments. Unlike traditional classroom instruction, where students primarily interact with textbooks and teacher-generated materials, modern language learners engage with authentic English-language content through social networking platforms, online discussion forums, digital libraries, podcasts, webinars, video-sharing platforms, virtual exchange projects, and massive open online courses (MOOCs). These resources expose learners to naturally occurring discourse produced by native and non-native speakers across diverse communicative contexts. As a result, students develop not only grammatical competence but also pragmatic awareness, intercultural sensitivity, discourse competence, and the ability to interpret multimodal texts.

The widespread implementation of artificial intelligence has further transformed English language education by introducing adaptive and personalized learning opportunities. AI-powered educational platforms analyze learners' performance, identify individual strengths and weaknesses, and provide customized feedback on grammar, vocabulary, pronunciation, writing, and speaking. Intelligent tutoring systems offer individualized learning pathways that allow students to progress according to their personal needs and learning styles. Such personalization increases learner motivation, promotes autonomous learning, and enables more efficient acquisition of communicative competence.

Generative artificial intelligence has become an increasingly valuable educational resource for both teachers and students. Contemporary AI systems assist learners in generating ideas, organizing academic texts, expanding vocabulary, improving grammatical accuracy, summarizing complex materials, and practicing conversational English. Teachers, in turn, employ AI technologies to design learning activities, prepare instructional materials, generate assessment tasks, create authentic communicative scenarios, and provide detailed formative feedback. Rather than replacing educators, intelligent technologies increasingly function as supportive instructional partners that enhance teaching efficiency while allowing teachers to concentrate on higher-order pedagogical tasks, including critical thinking development, intercultural communication, and collaborative learning.

²¹ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

However, the integration of AI into education also requires the development of new pedagogical approaches emphasizing responsible and ethical technology use. Students must learn not only how to utilize AI tools effectively but also how to evaluate AI-generated information critically, verify factual accuracy, recognize algorithmic limitations, and maintain academic integrity.²² Consequently, AI literacy has emerged as an essential component of foreign language education, complementing digital literacy, media literacy, and information literacy. Modern English language curricula increasingly incorporate activities that develop students' ability to formulate effective prompts, analyze AI-generated texts, identify factual inaccuracies, and distinguish between reliable and unreliable digital information.

Digital discourse has also significantly expanded opportunities for intercultural communication. Virtual exchange projects, international online conferences, collaborative research initiatives, and global educational partnerships enable learners from different countries to communicate directly using English as a lingua franca. Such interactions contribute to the development of intercultural communicative competence by exposing participants to diverse linguistic varieties, communication styles, cultural values, and discourse conventions. Students learn to negotiate meaning across cultural boundaries, adapt their communicative strategies to multicultural audiences, and appreciate linguistic diversity within the global English-speaking community.

Professional communication has experienced equally profound transformation. Digital technologies have fundamentally changed organizational communication, project management, customer interaction, and international cooperation. Global companies increasingly rely on digital collaboration platforms such as Microsoft Teams, Zoom, Slack, Google Workspace, and cloud-based project management systems, where English serves as the principal language of communication. Employees participate in virtual meetings, collaborative document editing, asynchronous discussions, online presentations, and multinational teamwork that require advanced digital communication skills alongside traditional linguistic competence.

The globalization of labor markets has further strengthened the importance of English digital discourse in professional contexts.²³ Remote work, hybrid employment models, international outsourcing, and virtual organizations have significantly increased demand for professionals capable of communicating effectively across digital platforms. Employees must demonstrate proficiency

²² Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

²³ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

in writing professional emails, preparing digital reports, delivering online presentations, participating in virtual negotiations, and collaborating with geographically dispersed teams. These communicative tasks require mastery of formal and informal discourse conventions, digital etiquette, intercultural pragmatics, and multimodal communication strategies.

Digital discourse has also transformed scientific communication. Researchers increasingly disseminate knowledge through digital repositories, open-access journals, academic social networks, webinars, podcasts, and virtual scientific conferences. English dominates these international academic environments, making digital academic literacy essential for scholars seeking global visibility and collaboration. Contemporary researchers are expected to produce high-quality academic texts, present research findings through digital media, participate in international scholarly discussions, and engage with diverse academic communities using digital communication technologies.

Another important aspect concerns lifelong learning. The rapid pace of technological development requires continuous updating of linguistic and digital competences throughout professional careers. Online professional development courses, webinars, virtual workshops, digital certification programs, and AI-supported learning platforms enable individuals to acquire new knowledge regardless of geographical location. Consequently, digital discourse facilitates continuous professional education and promotes lifelong learning within increasingly knowledge-based societies.

Despite numerous educational and professional advantages, digital communication also presents significant challenges. Information overload, digital distraction, cyber threats, misinformation, algorithmic bias, and excessive dependence on intelligent technologies may negatively affect communicative competence and critical thinking.²⁴ Moreover, unequal access to digital technologies creates disparities in educational opportunities and professional development across different regions and social groups. Addressing these challenges requires coordinated efforts by educators, researchers, policymakers, and technology developers to ensure equitable access to digital resources and promote responsible communication practices.

From a linguistic perspective, these developments indicate that communicative competence in the twenty-first century extends far beyond mastery of grammatical structures and vocabulary. Successful users of English must integrate language proficiency with digital competence, intercultural awareness, critical thinking, ethical responsibility, information evaluation

²⁴ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

skills, and the ability to collaborate effectively with both human interlocutors and artificial intelligence systems. The concept of communicative competence has therefore evolved into a multidimensional construct reflecting the complex interaction between language, technology, cognition, and society.

In summary, the educational and professional implications of English digital discourse demonstrate that digitalization has fundamentally redefined the objectives of language education and professional communication. English is no longer merely a foreign language to be studied; it has become a dynamic instrument for participating in global digital ecosystems characterized by continuous technological innovation, intercultural interaction, and AI-supported communication. Future educational policies and linguistic research should therefore continue integrating digital technologies with human-centered pedagogical approaches that foster critical thinking, ethical awareness, creativity, and lifelong learning.²⁵ Such integration will prepare future professionals to communicate effectively and responsibly within the increasingly interconnected digital world while preserving the central role of human agency in the evolving landscape of English digital discourse.

CONCLUSIONS

The present study has demonstrated that digitalization has become one of the most influential factors shaping the development of contemporary English discourse. The integration of digital technologies into everyday communication has transformed not only the technological infrastructure of interaction but also the linguistic, cognitive, pragmatic, and sociocultural characteristics of language use. English has consolidated its position as the dominant language of international digital communication, serving as the principal medium for scientific collaboration, academic publishing, business interaction, social networking, and technological innovation.

The analysis has shown that digital discourse differs substantially from traditional forms of communication due to its multimodal, interactive, dynamic, and algorithmically mediated nature. Contemporary English communication extends beyond verbal language, incorporating visual, auditory, and interactive semiotic resources such as images, videos, emojis, GIFs, hyperlinks, hashtags, and interface elements. These multimodal components actively participate in meaning construction, requiring linguists to adopt interdisciplinary approaches that integrate discourse analysis, cognitive linguistics, multimodal studies, computational linguistics, and digital humanities.

²⁵ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

The research has also confirmed that artificial intelligence has become an essential participant in digital communication.²⁶ Large language models, intelligent writing assistants, automated translation systems, conversational agents, and adaptive educational technologies increasingly influence language production, stylistic variation, lexical innovation, and discourse organization. Human communication is progressively evolving into a collaborative process involving both human cognition and computational intelligence. Consequently, traditional linguistic theories should be expanded to accommodate hybrid forms of communication where human and artificial agents jointly construct discourse.

Another significant finding concerns the rapid evolution of English vocabulary and communicative practices within digital environments. Social media platforms accelerate the emergence and dissemination of neologisms, abbreviations, internet slang, multimodal expressions, and platform-specific discourse conventions. Simultaneously, digital communication encourages greater linguistic flexibility, pragmatic adaptation, and genre diversification. Rather than representing linguistic degradation, these processes illustrate the natural adaptive capacity of English in response to technological and social transformation.

The study further demonstrates that algorithmic mediation increasingly shapes communicative behavior. Recommendation systems, search engines, automated moderation, and AI-driven content generation influence discourse visibility, audience engagement, lexical selection, and communicative strategies. Consequently, language production is no longer determined exclusively by interpersonal communicative intentions but also by computational mechanisms that regulate digital information flows. This phenomenon represents a new dimension of discourse requiring systematic linguistic investigation.

From an educational perspective, the findings highlight the growing importance of integrating digital literacy, media literacy, information literacy, and AI literacy into English language education.²⁷ Modern learners encounter English primarily through authentic digital environments rather than exclusively through traditional classroom instruction. Therefore, language education should emphasize critical evaluation of digital information, multimodal communication, responsible AI use, intercultural competence, collaborative online interaction, and ethical communication practices alongside conventional linguistic knowledge.

²⁶ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

²⁷ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

Professional communication has likewise undergone substantial transformation. International organizations increasingly rely on digital collaboration platforms, virtual meetings, AI-assisted writing, multilingual communication technologies, and cloud-based work environments where English functions as the principal language of interaction. Effective participation in such environments requires not only advanced linguistic competence but also sophisticated digital communicative skills that combine technological, cognitive, intercultural, and pragmatic abilities.

Despite the considerable advantages offered by digital communication, the study has identified several emerging challenges. The rapid spread of misinformation, AI-generated content, algorithmic bias, privacy concerns, digital manipulation, cyberbullying, and ethical issues surrounding synthetic media require continued interdisciplinary research. Linguists, educators, computer scientists, and policymakers should cooperate in developing theoretical frameworks, educational strategies, and ethical guidelines capable of supporting responsible digital communication.

Overall, the findings confirm that English digital discourse represents a highly dynamic and continuously evolving communicative phenomenon reflecting the interaction of language, technology, cognition, and society. Future research should further investigate multilingual AI communication, multimodal discourse analysis, human-AI interaction, digital identity construction, computational pragmatics, and the long-term influence of emerging technologies on the evolution of English. Such investigations will contribute to the development of comprehensive linguistic models capable of explaining communication within increasingly intelligent and interconnected digital ecosystems.²⁸

SUMMARY

The article investigates the evolution of English digital discourse under the influence of digitalization, artificial intelligence, and emerging communication technologies. The study examines the theoretical foundations of digital discourse and analyzes the linguistic, cognitive, pragmatic, and sociocultural transformations that characterize contemporary English communication in digital environments.

Particular attention is devoted to the emergence of multimodal communication formats integrating verbal, visual, audio, and interactive resources into unified communicative practices. The article demonstrates that English digital discourse extends beyond traditional written and spoken communication, incorporating

²⁸ Barton D., Lee C. *Language Online: Investigating Digital Texts and Practices*. 2nd ed. London : Routledge, 2024. 276 p.

new discourse genres, lexical innovations, platform-specific communicative conventions, and multimodal meaning-making strategies.

The research also explores the impact of artificial intelligence on language production and communication. AI-powered writing assistants, conversational agents, automated translation systems, and large language models increasingly participate in discourse construction, transforming authorship, writing practices, educational processes, and professional communication. The study argues that human communication is progressively becoming a collaborative activity involving both human and artificial intelligence.

The educational and professional implications of English digital discourse are examined with particular emphasis on digital literacy, media literacy, AI literacy, intercultural competence, and responsible communication. The findings indicate that successful participation in contemporary digital society requires the integration of linguistic proficiency with technological competence and critical digital awareness.²⁹

The article concludes that English digital discourse represents a rapidly evolving interdisciplinary field that combines linguistic, technological, cognitive, educational, and sociocultural dimensions. Continued research is necessary to understand the ongoing transformation of language in response to artificial intelligence and future digital innovations.

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