УДК 811.111'342:004.738.5:658.8
DOI https://doi.org/10.32782/tps2663-4880/2025.42.2.17

PHONETIC AND STRUCTURAL FEATURES OF COMPUTER DISCOURSE WITHIN BUSINESS COMMUNICATION

ФОНЕТИЧНІ ТА СТРУКТУРНІ ОСОБЛИВОСТІ КОМП'ЮТЕРНОГО ДИСКУРСУ В КОНТЕКСТІ БІЗНЕС КОМУНІКАЦІЇ

Khalabuzar O.A.,
orcid.org/0000-0003-2338-0854
Candidate of Pedagogical Sciences,
Associate Professor at the Department of Philology and Translation
Kyiv National University of Technology and Design

Dubrova O.V.,
orcid.org/0000-0001-8573-2785
Candidate of Philological Sciences,
Associate Professor at the Department of Foreign Languages and Teaching Methods
Berdyansk State Pedagogical University

Shkola I.V.,
orcid.org/0000-0002-1455-6371
Candidate of Philological Sciences,
Associate Professor at the Department of Foreign Languages and Teaching Methods
Berdyansk State Pedagogical University

This article is devoted to the study of phonetic and structural features of computer discourse in the context of business communication. In modern society, where international contacts are spreading at various levels of the economy, the use of computers and the global Internet is becoming increasingly important. The development of the Internet, software, social networks, and artificial intelligence has created a special type of communication – computer discourse.

The study aims to identify the phonetic, lexical, and structural features of computer discourse in the context of business communication. The study's relevance is motivated by the study of types of linguistic communication, which is the focus of various branches of linguistics.

The paper analyzes the primary methods of word formation in computer discourse: abbreviations and acronyms (HTML, AI, FAQ), borrowing technical terms into everyday language (google, cloud, app), slangification of professional vocabulary (noob, lag, bug), semantic expansion of meanings (mouse, virus, cookie), and word-formation innovations with the prefixes cyber- and e-.

Particular attention is paid to phonetic changes under the influence of digital technologies: the globalization of accents and pronunciation in the digital space, the emergence of new phonetic units and terms, and the influence of voice interfaces and artificial intelligence on pronunciation standards. The development of "digital orthoepy" and the formation of an "artificial international standard" of the English language are analyzed. The role of jargonisms as specialized terms for effective communication in professional groups, their emotional coloring, and socio-communicative function are investigated.

Computer discourse in business communication combines the formality of traditional communication with the dynamics of digital technologies, creating new standards for professional relationships in the 21st century. It is a complex, multifaceted linguistic phenomenon that forms a new paradigm of professional speech, combining the global and the local, the technical and the humanities, the formal and the informal.

Key words: computer discourse, business communication, phonetic features, word formation, jargonisms.

Стаття присвячена дослідженню фонетичних та структурних особливостей комп'ютерного дискурсу в контексті бізнес-комунікації. У сучасному суспільстві, де міжнародні контакти поширюються на різних рівнях економіки, використання комп'ютерів та глобальної мережі Інтернет набуває значної ролі. Розвиток Інтернету, програмного забезпечення, соціальних мереж та штучного інтелекту створив особливий тип комунікації – комп'ютерний дискурс.

Метою дослідження є виявлення фонетичних, лексичних та структурних особливостей комп'ютерного дискурсу в контексті бізнес-комунікації. Актуальність дослідження мотивована вивченням типів мовної комунікації, яка перебуває в центрі уваги різних галузей лінгвістики.

У роботі проаналізовано основні методи словотворення в комп'ютерному дискурсі: абревіатури та скорочення (HTML, AI, FAQ), запозичення технічних термінів у повсякденну мову (google, cloud, app), сленгізацію професійної лексики (noob, lag, bug), семантичне розширення значень (mouse, virus, cookie) та словотвірні інновації з префіксами cyber- та e-.

Особливу увагу приділено фонетичним змінам під впливом цифрових технологій: глобалізації акцентів та вимови в цифровому просторі, появі нових фонетичних одиниць і термінів, впливу голосових інтерфейсів та штучного інтелекту на стандарти вимови. Проаналізовано розвиток «цифрової орфоепії» та формування «штучного міжнародного стандарту» англійської мови. Досліджено роль жаргонізмів як спеціалізованих термінів для ефективної комунікації в професійних групах, їх емоційне забарвлення та соціально-комунікативну функцію.

Комп'ютерний дискурс у бізнес-комунікації поєднує формальність традиційного спілкування з динамікою цифрових технологій, створюючи нові стандарти професійних відносин у XXI столітті. Це складний багатогранний лінгвістичний феномен, що формує нову парадигму професійного мовлення, яка поєднує глобальне та локальне, технічне та гуманітарне, формальне та неформальне.

Ключові слова: комп'ютерний дискурс, бізнес-комунікація, фонетичні особливості, словотворення, жаргонізми.

Problem's Statement. In modern society, where international contacts are spreading at different levels and sectors of the economy, the use of computers and the global Internet network is gaining a significant role. In the modern era of information technology, English plays a leading role as a global means of communication in computer technology. The development of the Internet, software, social networks, and artificial intelligence has created a special type of communication – computer discourse – encompassing all types of speech associated with digital technologies. In addition to reflecting the technological advancements of our modern society, this discourse actively shapes the vocabulary and structure of the English language, promoting globalization and establishing new linguistic standards, especially in the context of business communication.

Emails, corporate chats, instant messaging, and video conferences are just a few digital tools included in computer discourse in business communication. It facilitates quick information sharing between workers and international partners, guaranteeing that businesses' operations are organized effectively. Abbreviations and acronyms like ASAP (as soon as possible) and FYI (for your knowledge) are used in this communication style to help people communicate the information as succinctly as possible. Automated responses and message templates significantly reduce employee time, and artificial intelligence facilitates the production of prompt and pertinent responses. Despite the convenience of chats and instant messengers, digital business communication retains a formal style emphasizing professionalism and corporate culture.

Corporate platforms like Slack, Microsoft Teams, or other CRM systems are forming a new type of professional discourse, where interaction between clients and colleagues is centralized and systematized. Interestingly, even in business chats, emojis are increasingly used to express emotions and maintain a friendly team atmosphere. Text messages are increasingly replacing phone calls, and business documents are created and edited in cloud services, which makes collaboration more flexible.

Virtual meetings and video conferences have changed the rules of non-verbal communication, requiring new online etiquette skills. The speed of messaging increases the efficiency of decision-making but also requires a high level of cybersecurity. Automatic translators greatly facilitate international cooperation, making business more accessible globally. Thus, computer discourse in business combines the formality of traditional communication with the dynamism of digital technologies, which form new standards of business relations in the 21st century.

Thus, computer discourse in business communication is a complex and multifaceted linguistic phenomenon that reflects not only the development of technology but also the significant changes that have taken place in modern society. It forms a new paradigm of professional speech that combines the global and the local, the technical and the humanities, the formal and the informal. This is evident from its structural, phonetic, and lexical characteristics. Computer discourse in business communication contributes to creating new standards of professional communication, which are more efficient, globalised, and technology-oriented.

This creates challenges for preserving national linguistic identity and new opportunities for professional development. To keep computer conversation evolving, a well-rounded approach is required. This will maintain ties to the nation's linguistic traditions while guaranteeing adherence to global professional communication standards. Linguists, IT experts, educators, and representatives of governmental agencies in language policy must collaborate to accomplish this goal.

The purpose of the study is to identify computer discourse's phonetic, lexical, and structural features in the context of business communication. The relevance of the study is motivated by the study of types of linguistic communication, which is in the center of attention of various branches of linguistics, however, the features of computer discourse remain beyond the attention of researchers; computer communication, which is particularly relevant in the business world, is becoming an increasingly common type of communication, while the genres of computer discourse are not sufficiently covered in the linguistic literature; computer communication in the Ukrainian-speaking environment. Recent years have been characterized by new trends in the study of informal speech in general and youth speech in particular.

Analysis of recent research and publications. Among the philological works devoted to studying individual aspects of the formation and functioning of computer discourse, it is worth noting

the dissertation studies of Zh. Gorina, N. Shovgun, O. Shynkarenko. Their works support the thought that computer discourse is understood as a system of verbal and non-verbal means of communication that arise and function in a computer-mediated and business environment. It encompasses communication in social networks, forums, instant messengers, online games, technical documentation, software interfaces, and the professional IT environment.

Unlike traditional forms of written or oral communication, computer discourse has a high degree of interactivity, multimodality and dynamism. There are some methods of word-building within the computer discourse:

Abbreviations and contractions

1. **HTML** – HyperText Markup Language
2. **AI** – Artificial Intelligence
3. **UI** – User Interface
4. **FAQ** – Frequently Asked Questions
5. **DM** – Direct Message
6. **HTTP** – HyperText Transfer Protocol
7. **VPN** – Virtual Private Network
8. **USB** – Universal Serial Bus
9. **PDF** – Portable Document Format
10. **SEO** – Search Engine Optimization [1].

Borrowing Technical Terms into Everyday Language

1. to google – to search for information on the Internet
2. cloud – cloud storage, online space
3. server – server, computer for storing data
4. app – application for a smartphone or PC
5. link – link to a web page
6. browser – program for viewing Internet pages
7. download – downloading files
8. streaming – online video or music broadcast
9. password – password (originally a technical term)
10. spam – unwanted messages

Slangization of Professional Vocabulary

1. noob – a newbie in a game or field
2. lag – signal or game delay
3. bug – an error in a program
4. spam – mass mailing of messages
5. troll – a person who provokes on the Internet
6. ping – network response speed
7. AFK – away from keyboard (not at the computer)
8. grind – a repetitive action to progress in the game
9. nerf – weakening a character or item in game
10. buff – strengthening a character or object in a game

Semantic Expansion of Meanings

1. mouse – "mouse" → computer device
2. virus – "virus" → malware
3. cookie – "cookie" → file for user identification
4. cloud – "cloud" → online storage
5. tablet – "tablet" → tablet
6. web – "web" → internet
7. bookmark – "bookmark" in a book → bookmark in a browser
8. window – "window" → program window
9. desktop – "tablet" → computer desktop
10. folder – "folder" → file directory

Word-forming Innovations

Prefixes:

1. cyberspace – cyberspace
2. cybersecurity – cybersecurity
3. cyberattack – cyberattack
4. cybercrime – cybercrime
5. cyberwarfare – cyberwar

Prefix "e-":

6. e-mail
7. e-book
8. e-commerce
9. e-learning
10. e-signature [2].

Thus, the English language is becoming more and more flexible, able to respond quickly to technological changes.

Computer discourse is usually considered from a lexical, morphological or stylistic perspective, but phonetics is also undergoing significant changes under the influence of digital technologies. Although most online communication is written, developing voice services, video conferencing, podcasts, and voice assistants makes the phonetic aspect increasingly important. English has become the primary language in the digital world, which is reflected in the pronunciation, intonation, and even the pace of speech of users worldwide. So we can notice the following:

Globalization of Accents and Pronunciation

In the digital space, English functions as a global lingua franca. This leads to:

– accent diversity: users hear different accents of English (British, American, Indian, Filipino, etc.), which normalizes "multi-accentality";

– pronunciation simplification: speakers of other languages often adapt their articulation for intelligibility (e.g., neutral accent in international call centers or on YouTube);

– the impact of technology: speech recognition programs (Siri, Alexa, Google Assistant) encourage "clear English" and standardized pronunciation.

New Phonetic Units and Terms

Digital communication has created phonetic abbreviations and new units:

– acronyms and their pronunciation: HTML, FAQ, GIF can be read as letters or as a word (jif vs. gif)

– letterization: the letter reproduction of words in texts (OMG, LOL) has become part of oral language – they are pronounced as [oʊ-ɛm-ˈdʒiː], [ɛl-oʊ-ˈɛl];

– pronunciation of symbols: @ ("at"), # ("hashtag"), / ("slash") have become part of oral communication.

Phonetics in Spoken Digital Communication

New trends have emerged in vlogs, podcasts, streams, and conferences (accelerated speech tempo; digital content is often consumed quickly, which affects rhythm and prosody; intonation expressiveness, popular streamers or vloggers exaggerate intonation to engage their audience. The emergence of "neutral internet pronunciation" is especially evident among content creators targeting a global audience.

Phonetics of Voice Interfaces and Artificial Intelligence

Voice assistants (Siri, Alexa, Google Assistant) are oriented towards a neutral American or British pronunciation standard, making them a "norm" for users worldwide. Machine prosody differs from human prosody – AI voices are clearer, with even intonation and clear word separation, which facilitates speech recognition. AI pronunciation often avoids the vowel reduction characteristic of spoken English (for example, the words "and" and "are" are pronounced in full, not shortened). Speech synthesis systems usually strive to avoid regional accents, which creates an "artificial international standard" of English. At the same time, developers add variability: users can choose voices with Australian, Indian, or British accents, which supports multilingualism. Voice assistants create a new type of "machine intonation," where sentences often sound like completed commands rather than natural dialogue. Frequent interaction with voice interfaces affects users' pronunciation: they subconsciously copy the clarity and pace of the machine's voice. Speech recognition requires standardization of users' pronunciation: many people pronounce words more slowly and clearly so that "AI can understand them." New phonetic trends are emerging – for example, the intonation of commands in "conversations with machines" has become harsher and formal. The use of voice technologies popularizes a certain "international accent," which differs from British Received Pronunciation and General American.

Orthoepic Changes and New Words

Technical terms often become part of everyday vocabulary, but retain their original pronunciation (Linux is often pronounced [ˈlɪnəks], although its creator called it [ˈlɪnʊks]). The word meme ([miːm]) is an example of an English neologism with an unchanged long vowel, which distinguishes it from many words with similar spellings. GIF ([dʒɪf] or [gɪf]) shows how new words can have several equally valid pronunciation options, forming "phonetic communities" among users. Borrowings from other languages, such as Java, Ubuntu, often retain foreign accents and phonetics, expanding the sound system of English. Gaming and programming jargon creates new intonation patterns: for example, exclamations like GG or Noob! are pronounced with emotionally expressed prosody. Some terms in English acquire their own Anglicized pronunciation, for example, router in the US [ˈraʊtər], in Britain [ˈruːtə]. New rhyming and rhythmic structures are formed in abbreviations: 404 as "page not found" is read as [ˈfɔː ˈfɔː]. Special acronyms with fixed pronunciations are formed: FAQ is often pronounced as [fæk], not as [ɛf eɪ kjuː]. Some brand names (Google, YouTube) have become familiar and even influence the pronunciation of similar words in the language. The IT sphere is actively developing a "digital orthoepy", where the names of programs, files and commands are pronounced orally, even if they were originally written for a text interface.

We have prepared the small dictionary which would be useful for the students and beginners of English language learning:

1. Acronyms and abbreviations

Word Transcription Note

HTML [ˌeɪtʃ tiː ˈɛm ˈɛl] read as letters, used in technical instructions

AI [eɪ ˈaɪ] "artificial intelligence"; short and clear for oral communication

FAQ [fæk] or [ɛf eɪ kjuː] two pronunciation options; popular in podcasts and video instructions

DM [diː ˈɛm] "Direct Message"; often used in voice communication

GIF [dʒɪf] / [gɪf] controversial pronunciation among native English speakers

URL [ˌjuː ɑːr ˈɛl] web addresses often read in full

VPN [viː piː ˈɛn] standard pronunciation in technical manuals

PDF [ˌpiː diː ˈɛf] universal pronunciation in voice explanations

SEO [ˌɛs iː ˈoʊ] search engine optimization, pronounced by letters

AIoT [eɪ ˈaɪ ˌoʊ tiː] new technical term combining "AI + IoT"

2. Technical and digital terms

Word Transcription Note

mouse [maʊs] retains the classic pronunciation, but changes meaning in a computer context

cookie [ˈkʊki] cookie files; semantic extension

cloud [klaʊd] cloud storage, common in voice communication

server [ˈsɜːrvər] technical term, often pronounced more slowly for clarity

app [æp] "application"; short and clear in voice commands

download [ˈdaʊnˌloʊd] often sped up in conversation: [daʊnˌloʊd] → [daʊnˌləʊd]

spam [spæm] common word in both written and spoken discourse

bug [bʌg] technical error; pronounced as a short word

stream [striːm] online video or audio broadcast

password [ˈpæsˌwɜːrd] users often read clearly to avoid mistakes when dictating

3. New words and slang

Word Transcription Note

meme [miːm] neologism that spreads quickly in the media

troll [trɒl] Internet slang, pronounced as a classic word

noob [nuːb] newbie; widely used in voice chats

lag [læg] "delay" in a game; short and clear

AFK [eɪ ɛf ˈkeɪ] letter pronunciation, used in oral communication

grind [graɪnd] repetitive action in a game; pronounced with the emphasis on the first syllable

ping [pɪŋ] network term; short and clear

buff [bʌf] strengthening a character in a game; short word

nerf [nɜːrf] weakening a character; often used emotionally

GG [dʒiː dʒiː] "good game"; literal pronunciation has become standard in gaming circles.

It is also important to remember that „phonetic changes frequently catalyze the development of particular jargon terminology in computer conversations. Developed initially to save time during spoken communication amongst IT specialists, acronyms, abbreviations, and phonetic simplifications eventually solidify into reliable jargon in the workplace" [3]. Thus, phonetically conditioned variants such as 'user' (from English), 'log in', or 'upgrade' not only reflect the adaptation of foreign terms to the Ukrainian phonetic system, but also form corporate slang, which performs an important socio-communicative function in the business environment. This lexical layer creates the professional identity of the group, ensuring both the speed of communication and a sense of belonging to the IT community, which is especially important in the context of the international nature of the industry and the need for effective interaction in multicultural teams.

Jargonisms are an integral part of the vocabulary of the computer environment, and most of them are emotionally coloured terms: motherboard (motherboard), wheelbarrow (computer), hang (not working), overlock (overclocking a program at frequencies exceeding its technical characteristics declared by the manufacturer), glitch (failure or error). Professional jargonisms have expressively neutral counterparts in the vernacular. They cover a small range of concepts and subjects. In a broader sense, jargon is used in linguistic literature to name not a professional, but a social branch of the common language.

Thus, jargonisms are specialized terms used within a particular professional or social group. In computer discourse, they serve to communicate complex technical ideas efficiently among experts. These terms are often incomprehensible to outsiders but ensure precision and brevity among professionals which help them help condense complicated processes into single words or phrases, e.g., "boot" for starting a computer. They also provide a shared vocabulary that unites IT specialists and programmers. Many jargonisms originate from English, even in non-English-speaking countries. Jargonisms often reflect innovations, e.g., "blockchain", "cloud computing", "AI", but some of them become part of everyday language, like "spam" or "download". They reduce the need for long explanations in technical documentation. Abbreviations and acronyms, e.g., "HTML", "CSS", "HTTP", are a common form of jargonisms. They also evolve rapidly alongside technological development and some of them gain metaphorical meanings in informal discourse, e.g., "virus" for any harmful program.

There are some examples of jargonisms in computer environment

Bug – an error or flaw in software.

Patch – a software update fixing bugs or vulnerabilities.

Firewall – a system protecting a network from unauthorized access.

Server – a computer providing services to other computers.

Cloud – remote storage or computing resources accessed via the Internet.

Upload / Download – transferring files to or from a server.

GUI (Graphical User Interface) – the visual interface for interacting with software.

Ping – a command to check network connectivity.

Trojan / Malware – harmful software disguised as something safe.

Cookie – a small data file stored by a website on a user's computer [1].

Conclusions. Thus, it can be said that the study of the phonetic and structural features of computer discourse in business communication, as well as the analysis of jargonisms in computer vocabulary, allows us to make several important generalisations and conclusions that reveal the complexity and multidimensionality of modern professional speech in the field of information technology.

The study of the phonetic peculiarities of computer terminology has shown that English borrowings are significantly changing the Ukrainian language sound system. Certain phonetic phenomena not characteristic of the traditional Ukrainian phonetic structure have emerged due to English's predominance as the primary source of computer words. In particular, we observe the active use of sound combinations containing consonant clusters characteristic of Germanic languages but foreign to Slavic phonetics.

Particularly indicative are the processes of phonetic adaptation of terms such as "software," "hardware", and "firewall", which have undergone various transformations – from complete preservation of the original sound to partial or complete adaptation into Ukrainian. These processes demonstrate the complexity of interlingual interaction in the context of globalisation of professional communication and indicate the need to develop uniform standards for the phonetic adaptation of foreign terms.

At the same time, the study revealed a tendency to simplify complex phonetic structures in their integration into the Ukrainian language environment. This can be seen in the assimilation of consonant combinations, reduction of individual sounds, changes in stress, and other phonetic alterations that make it easier for native Ukrainian speakers to pronounce words but can make international professional communication more difficult.

A structural analysis of computer discourse in business communication has revealed its high dynamism and ability to adapt quickly in terms of morphology and syntax. Computer terminology demonstrates the extraordinary productivity of word-formation models, especially in creating complex terms, abbreviations, and acronyms. The dominance of analytical constructions over synthetic ones reflects the influence of English grammatical structure on Ukrainian professional language.

A characteristic feature is the tendency to create hybrid terms that combine elements of different languages and word-formation systems. This leads to the formation of a specific linguistic subsystem, which, on the one hand, maintains a connection with the Ukrainian grammatical basis, and on the other hand, actively incorporates foreign language elements at both the lexical and structural levels.

The syntactic organisation of computer discourse is characterised by increased informativeness, compression of semantic structures, and a tendency towards nominalisation. The predominance of noun constructions over verb constructions reflects the desire for maximum accuracy and unambiguity in professional communication, which is critically important in the technical field.

Research into jargonisms in computer vocabulary has revealed its important role in forming the professional identity and intra-group communication among IT specialists. Jargonisms function not only as a means of naming technical concepts but also as markers of belonging to a professional community, creating an informal atmosphere, and a tool for quick and effective communication between colleagues.

An analysis of semantic processes in slang vocabulary revealed active metaphorical reinterpretation of commonly used words, their terminologisation, and deterministologisation. Metaphorical models that draw on analogies from ordinary life have been very effective in helping people understand complicated technical concepts and making them more accessible to various users. At the same time, slang terms demonstrate high dynamism and speed of renewal, reflecting the rapid development of technology and the constant emergence of new concepts in information technology. This makes it difficult to standardize professional language and can make it more difficult for representatives of various professional environments or generations of specialists to communicate with one another.

A new kind of professional speech has emerged due to the incorporation of computer discourse into corporate communication; it is distinguished by its worldwide orientation, high technicality, and hybridity. This speech combines the features of traditional Ukrainian business speech with elements of international professional communication, creating a specific communicative code that is understandable to representatives of the IT industry regardless of their nationality.

The influence of computer discourse on the formation of new communication strategies in business communication is significant. The pursuit of accuracy, conciseness, and unambiguity, characteristic of technical communication, penetrates other business interaction areas, changing traditional rhetorical models and communication conventions. At the same time, business speech is democratized under the influence of the informality inherent in IT culture. As opposed to conventional vertical hierarchies,

this is demonstrated by a decrease in the distance between communication participants, a simplification of etiquette rules, and an increase in the function of horizontal communication links.

The study demonstrated the importance of computer discourse as a conduit for a particular professional culture that emerges at the nexus of international professional practices and national cultural traditions. Computer jargon and terminology have evolved into a way for the global IT community to share professional knowledge and cultural values. Maintaining national language identity is a very important concern in the globalized world of professional and business communication. According to the studies, the Ukrainian language has remarkable flexibility and the capacity to reinterpret foreign borrowings in novel ways, producing regional variations of global terminology without compromising their efficacy in communication.

The dynamic nature of computer discourse and the constant evolution of information technologies necessitate systematic monitoring of linguistic changes in this field. Promising areas for further research include studying the impact of artificial intelligence and machine learning on the formation of new professional terminology, analysing the communicative features of remote work, and the digital transformation of business processes. Particular attention should be paid to the study of gender, age, and sociocultural aspects of the use of computer discourse, as well as its role in forming professional identity among representatives of various IT specialities. The study results confirm that computer discourse is not just a set of professional terms, but a complex communicative system that actively influences the formation of the modern linguistic picture of the world and determines the directions of the evolution of the Ukrainian language in the digital age.

REFERENCES:

1. Collins English Dictionary. 3rd ed. Harper Collins Publishers, 1991. 1791 p.

2. Crystal D. A Dictionary of Linguistics and Phonetics. 3rd ed. Oxford : Blackwell Publishers, 1992. 426 p.

3. Dubrova O. V., Khalabuzar O. A., Shkola I. V. Digital tools for improving phonetic skills in English: critical analysis and methodology of use. *Вісник науки та освіти (Серія «Філологія», Серія «Педагогіка», Серія «Соціологія», Серія «Культура і мистецтво», Серія «Історія та археологія»)*. 2025. № 4 (34). С. 78–92.

4. Бєлозьоров Є. В. Комп'ютерний дискурс як нова форма комунікації. Науковий вісник Міжнародного гуманітарного університету. 2020. № 42. С. 55–59.

5. Dmitrenko N., Shkola I., Dubrova O., Lobachuk I., Malinka O. Engineering students' English proficiency development through AR technologies. *ETR*. 2025. Vol. 3. P. 105–110. DOI: https://doi.org/10.17770/etr2025vol3.8542

6. Androutsopoulos J. Computer-Mediated Communication and Linguistic Landscapes. The Routledge Handbook of Language and Digital Communication. *Routledge*, 2014. 656 p.

7. Baron N. S. Always On: Language in an Online and Mobile World. Oxford : Oxford University Press, 2008. 304 p.

8. Crystal D. Language and the Internet. Cambridge : Cambridge University Press, 2006. 304 p.

9. Crystal D. The Cambridge Encyclopedia of the English Language. Cambridge : Cambridge University Press, 2019. 499 p.

10. Danet B., Herring S. C. (Eds.). The Multilingual Internet: Language, Culture, and Communication Online. Oxford : Oxford University Press, 2007. 406 p.

11. Herring S. C. A Faceted Classification Scheme for Computer-Mediated Discourse. *Language@Internet.* 2007. № 4. URL: http://www.languageatinternet.org/articles/2007/761

12. Tagliamonte S. A., Denis D. Linguistic Ruin? LOL! Instant Messaging and Teen Language. *American Speech.* 2008. Vol. 83, № 1. P. 3–34.

13. Thurlow C., Mroczek K. Digital Discourse: Language in the New Media. Oxford : Oxford University Press, 2011. 328 p.

14. Warschauer M. Languages.com: The Internet and Linguistic Pluralism. *Technological Change and the Future of Language Education.* 2002. P. 62–74.

Дата першого надходження рукопису до видання: 24.09.2025
Дата прийнятого до друку рукопису після рецензування: 30.10.2025
Дата публікації: 28.11.2025