

THE INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF ENGLISH-SPEAKING LEXICON OF THE UKRAINIAN MILLENNIAL GENERATION

The aim of this study was to examine the impact of social networks on the formation and development of English vocabulary in the speech of the Ukrainian millennial generation, to identify the main factors contributing to its spread, and to determine its role in shaping communication practices and linguistic identity in the context of globalization and digitalization.

Modern world can hardly exist without the Internet, which has become a mandatory element of each field of life, from everyday communication to large business operation. The global effect of the net provides a lot of new opportunities for communication. Among the main Internet constituents, social networks have become the important platforms to develop specific forms of interpersonal and social relations. Social networks are "...the instruments, which provide additional opportunities for a great number of users of the global net to communicate and share information" [1, p.62].

Through the youth dialect, as a popular code of modern subcultures of Ukraine, one can learn about the modern means of derivation of the language, as well as the peculiarities of Internet communication of young people. The role of English-language abbreviations in the development of modern speech of Ukrainian youth is emphasized, including abbreviations, words shortened by cutting off the last syllables, combinations of letters and numbers, new constructions resulting from the omission of vowel sounds, etc. It is emphasized that in our time it is difficult not to notice the rapid development of communication and information technologies that have transformed human communication.

1. Social networks are one of the key factors in the spread of English vocabulary among Ukrainian youth.

- The dominance of English in the digital environment;
- Active use of international platforms (Instagram, TikTok, YouTube);
- Rapid spread of new language units through video content and online communication.

2. English borrowings in youth speech perform not only a nominative but also a social function.

- Serve as a marker of belonging to a particular social group;
- Shape the image of modernity and global integration;
- Contribute to linguistic economy and conciseness of expression (chat, blog, like, stories, etc.).

3. The intensive use of English vocabulary is transforming the linguistic worldview of the younger generation [2, p.40].

- Adaptation of loanwords to the norms of the Ukrainian language is taking place.
- Communication strategies and styles are changing.
- The influence of globalization processes on linguistic culture is increasing.
- Changes in the modern lexicon of the English language have important functions: they reflect new realities and technologies, ensure rapid communication, expand cultural trends,

promote interaction with the global environment, and influence the development of the traditional language. [3].

4. Social networks speed up the process of neologization in youth speech.

- Formation of new words based on English word formation models.
- Active use of abbreviations and acronyms (DM, FAQ, POV).

5. Digital platform algorithms affect users' language preferences.

- Recommendation systems propagate English-language content;
- Repetition of trending words forms stable language habits;
- The visual-text format of content stimulates the learning of new vocabulary without formal training.

To sum up the study shows that social networks are a powerful mechanism for linguistic transformation in modern society. Globalization processes drive the spread of English vocabulary among Ukrainian youth, the dominance of English in the digital space, and the need for fast and effective communication. Borrowings perform both a communicative and a sociocultural function, influencing the formation of the linguistic identity of the younger generation. At the same time, the issue of preserving linguistic culture and the harmonious integration of foreign language elements into the national language system remains relevant.

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