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## **LINGUISTIC INNOVATIONS IN MODERN MEDIA: THEORY AND PRACTICAL APPLICATIONS**

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The rapid development of digital technologies and global communication platforms has significantly transformed language use in modern media. Social networks, online journalism, and multimedia platforms have become central environments where linguistic innovation emerges, spreads, and evolves. These transformations are not only stylistic but also structural, affecting vocabulary, syntax, discourse patterns, and communicative norms.

Recent studies highlight that digital media environments accelerate language change by promoting brevity, creativity, and multimodality. [5] In particular, social media platforms foster new forms of expression such as abbreviations, emojis, hashtags, and hybrid linguistic constructions, which challenge traditional linguistic norms. [2]

The aim of this paper is to explore key theoretical aspects of linguistic innovations in modern media and to analyze their practical applications in communication, education, and professional contexts.

Linguistic innovation refers to the emergence of new language forms, meanings, or usage patterns within a speech community. In the context of modern media, these innovations are closely linked to sociolinguistic and discourse-based processes. One of the central drivers of linguistic change is digital communication, which prioritizes speed and efficiency. As a result, language undergoes simplification, including word abbreviations, phonetic spelling, and grammatical variations. [4] This phenomenon is often described as linguistic economy, where users aim to convey maximum meaning with minimal effort.

Another important factor is multimodality, which integrates text, images, audio, and video. This creates new discourse forms where meaning is constructed not only linguistically but also visually and symbolically. For example, emojis and memes function as semiotic units that complement or replace verbal communication.

Furthermore, online discourse contributes to the formation of new lexical units and slang. Research shows that social media platforms enable the rapid global spread of neologisms and informal expressions, which often become part of everyday language. [2]

If we talking about Linguistic Features, modern media communication is characterized by several distinctive linguistic features:

- Abbreviations and acronyms (e.g., “LOL”, “BTW”)
- Phonetic spelling and informal grammar
- Use of hashtags (#) and tagging systems
- Code-switching and language mixing
- Emergence of platform-specific jargon

Studies indicate that these features reflect the need for quick and effective communication in digital environments. [4] Additionally, linguistic variation often depends on specific online communities, each developing its own norms and conventions.

Another significant aspect is algorithm-influenced language, where users modify their speech to comply with platform moderation systems. This leads to the creation of alternative lexical forms and euphemisms, demonstrating the interaction between technology and language evolution.

Linguistic innovations in modern media have important practical implications across various fields:

- a) Education

Modern language teaching increasingly incorporates digital communication practices. Educators adapt curricula to include contemporary language forms, helping students understand real-life communication contexts. Research suggests that awareness of media-driven language change enhances communicative competence and digital literacy. [4]

b) Media and Journalism

In journalism, linguistic innovation contributes to audience engagement. Headlines, social media posts, and multimedia storytelling often use informal and creative language to attract attention and convey information efficiently.

c) Marketing and Communication

In advertising and branding, innovative language plays a crucial role in shaping brand identity and audience interaction. The use of trendy expressions, hashtags, and emotionally charged language helps companies connect with younger audiences.

d) Sociocultural Identity

Language in modern media also reflects identity construction, particularly among younger generations. Online communication allows users to express individuality, group belonging, and cultural affiliation through specific linguistic choices.

Linguistic innovations in modern media represent a dynamic and complex phenomenon shaped by technological, social, and cultural factors. The transition from traditional communication to digital environments has accelerated language change, leading to the emergence of new forms, structures, and communicative strategies.

Theoretical analysis demonstrates that these innovations are driven by principles such as linguistic economy, multimodality, and social interaction. At the same time, practical applications highlight their importance in education, media, marketing, and identity formation.

Overall, linguistic innovations should not be viewed as a decline of language norms but rather as an adaptive and creative response to evolving communication needs. Further research is necessary to better understand their long-term impact on language systems and society.

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## РОЛЬ МАЙСТЕР-КЛАСУ З УРГЕНТНОЇ ДОПОМОГИ В ОТОРИНОЛАРИНГОЛОГІЇ ДЛЯ СІМЕЙНИХ ЛІКАРІВ

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У теперішній час майстер-клас є обов'язковою складовою післядипломного навчання лікарів різних профілів. Майстер-клас - особлива форма навчального заняття, яка ґрунтується на «практичних» діях показу та демонстрації творчого вирішення певних медичних навичок. Він викладається досвідченим майстром шляхом прямого коментованого показу медичних прийомів. Ця особлива форма навчального заняття базується на «практичних» діях показу та демонстрації з подальшим творчим виконанням певного медичного завдання, що підвищує професійний рівень медика та сприяє обміну передовим досвідом учасників, розширення кругозору та залучення до новітніх областей знання. В даний час термін «майстер-клас» набув найширшого значення. Майстер-класи у системі професійної медичної освіти останніми роками стали самостійною формою післядипломної підготовки фахівців. Основні його переваги – це унікальне поєднання короткої теоретичної частини відповідно до заявленої теми, демонстрації викладачем певної медичної методики, індивідуальної практичної роботи всіх учасників з подальшим узагальненням та обговоренням результатів [1].

Лікар - фахівець повинен навчатися все своє життя. Щоденна практика сімейного лікаря відрізняється веденням пацієнтів із широким розмаїттям скарг,