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influence how other individuals consider certain situations, circumstances, people, etc. For instance, the sentence 'That's really good for someone your age' presupposes that old-age humans are less skilled than young people. The 'aging' provides with the notion of limited ability which definitely might not be true. Other example of stereotyping is a sentence 'You speak really good English, for an immigrant' highlighting that immigrants are not able to acquire advanced English language skills or the sense of struggling with the English language.

In summary, non-intentional linguistic manipulation is produced in the process of language unintentionally shaping the recipients opinion, emotions, basically perceptions in a manner of saying framed words, phrases subconsciously etc. This kind of manipulation can be challenging due to the fact the speaker may not realize that his or her language is in power of manipulative effect. The consciousness of this phenomenon is essential for improving communication skills. Many hypotheses regarding the non-intentional linguistic manipulation are debatable and not well grounded.

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THE EVOLUTION OF LANGUAGE UNDER THE INFLUENCE OF SOCIAL MEDIA AND DIGITAL TECHNOLOGIES

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In today's world, digital technologies and social media have become an integral part of our lives, affecting not only communication but also the very structure of language. The rapid exchange of information, constant interaction in the online space, and the introduction of the latest technologies are radically changing the way we express our thoughts, create new words, and adapt language norms.

Social platforms such as Facebook, Instagram, TikTok, Twitter, and messengers not only speed up communication, but also create new language trends. Abbreviations, emojis, memes, slang, neologisms, and anglicisms have become characteristic features

of digital speech. In addition, artificial intelligence and automated translators are also playing an increasingly important role in shaping the modern language picture of the world.

This topic is extremely relevant, as it allows us to analyze how digital technologies affect language: does their development lead to simplification and devaluation of language norms, or, on the contrary, does it contribute to their enrichment and evolution? This question is becoming especially important for linguists, educators, and anyone interested in the future of language culture.

One of the most striking manifestations of this transformation is the emergence of new words, slang, memes, and abbreviations that are rapidly becoming part of everyday communication:

- Neologisms and borrowings

The Internet provides a favorable environment for the emergence of new words. Some develop naturally, while others are borrowed from Western culture. For example, terms like флудити (flood – "to spam messages"), хайп (hype – "excitement or buzz"), and краш (crush – "a strong attraction") have become widely used among young people.

- Memes as native speakers

Memes not only reflect current events and cultural phenomena, but also form new language constructions. For example, memes based on the phrase "It's a fiasco, bro" or "How about that, Elon Musk?" have become established expressions that are used outside the context of their original creation.

- Slang and Its Influence

Slang vocabulary is constantly evolving due to dynamic online communication. Words like "trash," "cringe," "chill," or "zaschkvár" have become common in youth culture, and some even make their way into mainstream culture and public discourse.

- Abbreviations and their role in communication

Due to the need for quick communication, various abbreviations appear, such as ROFL - Rolling on the floor laughing, IMHO - In my humble opinion, tg (telegram), insta (instagram) and others. They save time during communication, but they can also simplify the language by reducing the use of complex constructions.

Thus, digital technologies not only enrich the language with new words and forms of expression, but also change the way we speak, creating a new type of lexical environment.

Also, under the influence of social networks and messengers, there are significant changes in the structure of sentences and grammatical norms of the modern language.

- ✓ Simplify the syntax

Many users prefer short, choppy sentences. In a digital environment, long sentences are often replaced by a series of short phrases or single words. For example, instead of "I had a hard day today, I'm very tired" in an informal chat, you'll often find "It's tough. I'm tired. That's it."

- ✓ Changes in punctuation and a large number of emojis

Communication on the Internet affects the use of punctuation. Often, they are omitted or, conversely, overused (for example, "What are you doing???" or "Come on!!!!"). In addition, emojis are increasingly replacing words or even entire sentences, adding a new level of expressiveness to online communication.

✓ The influence of algorithms and artificial intelligence

Automated translators and auto-correct systems in smartphones also have an impact on grammar. They not only correct mistakes but also form certain language habits. For example, predictive text in messengers teaches users to use standardized speech patterns, which can lead to a certain uniformity in expressions.

Thus, digital technologies significantly change syntactic and grammatical norms. This raises both concerns about a possible decline in literacy and interesting discussions about the evolution of language and its adaptation to new communication conditions.

Automated translations and AI: how Google Translate, ChatGPT, and other tools affect language culture.

It is worth noting that modern translation and artificial intelligence technologies have significantly changed the approach to interlingual communication. Tools such as Google Translate, DeepL, ChatGPT, Grammarly allow you to quickly translate texts, edit them, and even create content in different languages. However, their impact on language culture is ambiguous.

➤ Availability of translation as a plus and a minus

Automatic translation has opened up new opportunities for people who do not speak foreign languages, making it easier to communicate and access information. However, it also causes a decrease in motivation to learn languages. Many users rely on machine translation, which can lead to a superficial understanding of the language.

➤ Machine translation and inaccuracies

Although the quality of automated translations is improving, they may still contain errors and calendaring. For example, Google Translate used to often translate “I feel blue” as “I feel blue” instead of “I feel sad”. Such inaccuracies can change the perception of language and even form new speech habits.

➤ Writing automation and its impact

Tools such as Grammarly and ChatGPT help users to write correctly, but at the same time simplify the process of forming thoughts. People think less about the correct spelling because AI does it for them. This can lead to a decrease in personal language competence.

➤ Can AI replace human speech?

Although artificial intelligence generates texts, it does not possess the creativity and emotional depth inherent in humans. In literature, poetry, and art, it can only imitate a style, but not create something completely new. Thus, language culture continues to depend on humans, and AI remains a tool, not a full-fledged native speaker.

To summarize, it is worth noting that the development of digital technologies and social media is significantly changing the modern language, affecting its vocabulary, grammar, style, and functions. On the one hand, we are witnessing a simplification of speech - shortening of words, use of emojis instead of traditional phrases, destruction of classical grammatical norms, and the spread of English-language calques. On the other hand, the digital era is enriching the language space: new words, memes, and slang are emerging, forms of communication are changing, and machine translation and AI are opening up new opportunities for interlingual interaction.

Automated translations and artificial intelligence are becoming powerful tools that help people overcome language barriers, but they can also unify expressiveness

and affect the authenticity of speech. Social media are shaping new standards of speech: they stimulate the dynamic development of language, but at the same time, they pose a risk of oversimplification.

Language plays a special role as a means of identity on the Internet. People use language features to express themselves, create communities, and emphasize their cultural identity. This is especially noticeable in Ukraine, where the transition to Ukrainian on social media has become not only a linguistic but also a social phenomenon.

Thus, digital communication brings both challenges and opportunities. It is important to find a balance between technological simplification and preserving the richness of the language, between the speed of communication and literacy. Language will always change, and our task is to use these changes for its development, not degradation.

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ОСОБЛИВОСТІ ФОРМУВАННЯ ЕКОЛОГІЧНОЇ КУЛЬТУРИ СТАРШОКЛАСНИКІВ

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Сьогодні особливо актуальною стала проблема екологічної освіти, яка є однією з першочергових державних проблем. Тривожна обстановка в екологічній картині світу та, особливо, в Україні, зумовила потребу формування екологічної свідомості як у дорослих, так і у молодшого покоління. Одне з головних завдань педагогів – перетворити природу на об'єкт духовних потреб, тобто бажань і намірів, які позбавлені корисливості й шкідливості.

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