

DYNAMICS AND MECHANISMS OF THE LEXICO-SEMANTIC SYSTEM DEVELOPMENT IN MODERN ENGLISH UNDER CONDITIONS OF GLOBALISATION AND DIGITAL TRANSFORMATION

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Abstract: *This paper explores how the lexico-semantic system of modern English is evolving under pressure. While traditional mechanisms like affixation, conversion, and borrowing are still active, the study argues that extra-linguistic factors—specifically globalization and digitalization—are now the primary drivers of change. By tracing lexical evolution through the first quarter of the 21st century, the author identifies key trends in neologisation. The analysis covers various discourse types, from technical jargon to casual social media communication. The results offer a fresh perspective on English as an adaptive system, providing practical insights for lexicographers and educators.*

Keywords: *Lexis / Lexicon, Vocabulary, Lexico-semantic system, Lexical dynamics, Neologism / Neology*

INTRODUCTION

Language is rarely a static entity, but the velocity of change within the lexico-semantic system of Modern English has reached an unprecedented rate in the third decade of the 21st century. Traditionally, linguistic evolution was a gradual process spanning generations. Today, however, under the dual pressures of globalization and digital transformation, this timeline has collapsed. English has transcended its status as a national language to become the primary operating system of global communication—a "Lingua Franca" for science, business, and technology.

Functioning as the primary vehicle for cross-cultural exchange, English has naturally diversified into a myriad of distinct varieties. Consequently, rigorous academic scrutiny of this variability is imperative. Such an investigation serves a dual purpose: it enables the mapping of linguistic trajectories within specific social milieus and, perhaps more importantly, uncovers how distinct national mentalities imprint themselves upon the very fabric of the language. [4]

In this context, the development of vocabulary is no longer driven solely by literature or oral tradition, but by the necessity of instant information transfer. The digital environment demands brevity, precision, and high adaptability. Consequently, the





mechanisms of word formation are shifting; semantic boundaries are becoming more porous, and the lifespan of neologisms is shortening.

This article aims to analyze the internal dynamics of these changes. We will examine how the English lexicon is restructuring itself through mechanisms such as semantic shifts, functional conversion, and international borrowing to meet the complex demands of a digitized, borderless world.

Lexicological units exist within a tightly woven framework, linking the expressive form of a word with its semantic core. This relationship extends to the interaction between the global lexical meaning and its specific constituent elements (semes), a connection that manifests itself through the distributional (syntagmatic) and associative (paradigmatic) properties of language. [1]

Main part

While conversion creates new grammatical forms, semantic shifts alter the internal meaning of existing words. The digital environment often acts as a filter that "bleaches" the original meaning of a word, filling it with new, technological content.

Consider the lexeme "traffic". Historically associated with the illicit trade of goods or the movement of vehicles, in the 21st century, it primarily denotes "data flow" or "website visitors." Similarly, the adjective "smart" has undergone a specific narrowing of meaning. It no longer refers solely to human intelligence but serves as a technical prefix for devices connected to the Internet of Things (IoT): smartwatch, smart home. This process suggests that technology is not just adding words to the dictionary but is actively overwriting the semantic memory of the language.

It is widely acknowledged among educators that strict standardization in teaching falls short of meeting modern demands. The flaw in these models lies in their disregard for how language is actually internalized. Rather than adhering to a set of prescriptive dictates, learners develop an individualized internal methodology, effectively filtering the target language through the lens of their own linguistic background. [2]

This subjective appropriation of language by the learner does not occur in a vacuum. It mirrors the fragmented nature of modern English usage outside the classroom, where digital and intercultural forces are eroding the authority of a single standard. Consequently, the pedagogical crisis described above is merely a symptom of a much larger tectonic shift.

Ultimately, the impact of globalization on lexical acquisition must be accepted as a *fait accompli*—an objective reality that demands rigorous analysis rather than resistance. The focus of academic inquiry should therefore shift towards a constructive and critical evaluation of these shifts. The paramount challenge for language planners and educators in this volatile environment is to engineer a sustainable equilibrium. It is a matter of navigating the dichotomies of the age: balancing linguistic distinctiveness with



communicative utility, bridging the gap between tradition and innovation, and reconciling strict codification with the natural fluidity of usage. [3]

Conclusion

The analysis conducted in this study suggests that the transformations within the English lexicon are not merely chaotic fluctuations but represent a fundamental structural realignment. We are witnessing a transition from a historically rooted, literature-centric model to a "liquid" linguistic system, driven primarily by the exigencies of digital efficiency and global connectivity.

Three decisive trends have emerged. Firstly, the technologisation of semantics is irreversible: the language is actively repurposing existing vocabulary to map out digital realities, effectively overwriting traditional meanings. Secondly, the mechanism of functional conversion has become the dominant mode of word formation, prioritizing syntactic economy over morphological complexity. Thirdly, the decentralization of the norm is complete; English has evolved into a global collaborative project where L2 speakers and internet subcultures contribute to the lexical pool alongside native speakers.

Thus, the "purity" of the language is being traded for communicative velocity. For linguists and educators, this implies a necessary shift in perspective: identifying the "correct" form is becoming less relevant than understanding the adaptive logic of the speaker. Modern English is effectively functioning as an open-source operating system—its vitality lies not in its adherence to the past, but in its infinite capacity to update itself in real-time.

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