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«The Impact of Artificial Intelligence and Digital Media on the Transformation of the Modern Linguistic Environment and Discourse»

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Abstract: The article examines the impact of the rapid development of generative artificial intelligence and digital media on the transformation of the modern linguistic environment and the structure of written and oral discourse. The author analyzes the processes of text generation automation, the integration of chatbots into daily communication, and changes in traditional linguistic culture. Particular attention is paid to the emergence of new terms, hybrid forms of discourse, and the hybridization of linguistic practices. Approaches to classifying lexical and stylistic changes occurring under the influence of algorithmic communication tools are proposed.

Keywords: artificial intelligence, digital communication, medialinguistics, discourse, generative content, linguistic transformation.

Introduction

The dynamic development of information technology and the ubiquitous introduction of artificial intelligence (AI) systems in the 21st century have led to a radical change in the nature of human communication. While previously the digital environment acted primarily as a passive channel for information transmission, modern neural network tools, language models (LLMs), and generative content algorithms actively participate in text generation. This causes an unprecedented transformation of the linguistic environment, setting tasks for modern linguistics, medialinguistics, and sociolinguistics to comprehend new discursive practices. The relevance of this study is determined by the need for a comprehensive analysis of how machine text generation and digital media affect the evolution of linguistic norms, stylistics, and forms of interpersonal communication.

1. Theoretical Prerequisites for the Transformation of Digital Discourse

Within medialinguistics, digital discourse is generally understood as a set of text practices operating in the space of network communication technologies. With the advent of generative AI tools, the traditional opposition of «author — text — recipient» undergoes deformation. The text ceases to be exclusively a product of human reflection: algorithms are able not only to analyze huge amounts of data, but also to independently construct syntactic structures, imitate an author's style, and adapt the tone of a message to specified parameters. This creates new requirements for the study of linguistic units operating in a hybrid information environment.

2. The Impact of Generative Content and Chatbots on Written Culture

The integration of intelligent systems into messengers, corporate chats, and content creation platforms has led to the standardization of certain genres of written speech. On the one hand, there is an acceleration of communication paces and a reduction in the time required to prepare

documents and texts due to predictive input and automatic summarization. On the other hand, researchers record a trend towards the unification of the lexicon, a decrease in the variability of stylistic devices, and the blurring of individual authorial style. The use of chatbots as mass communicators leads to the formation of a «template» discourse in which the proportion of emotionally expressive vocabulary decreases in favor of neutral, clichéd constructions.

3. Lexico-Semantic Changes and New Layers of Terminology

The emergence of artificial intelligence technologies inevitably affects the vocabulary of the language. A new layer of terminological vocabulary and professionalisms is actively forming (e.g., prompt/prompting, neural network hallucinations, vectorization, generative design, etc.), which penetrate from a highly specialized IT environment into mass media discourse.

In addition, the semantics of existing words are changing: the concepts of «learning», «generation», «agent», and «intelligence» acquire new connotations when applied to non-biological systems.

Conclusion

Thus, the impact of artificial intelligence and digital media on the modern linguistic environment is ambivalent. On the one hand, technologies expand access to information and accelerate communication processes; on the other hand, they create risks of discourse standardization and the erasure of individual linguistic features. Further study of these processes will allow for a deeper understanding of the mechanisms of natural language adaptation to the digital era and the development of recommendations for preserving linguistic and cultural identity in the context of global automation.

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