



## POPULARIZATION OF PHRASEOLOGY ON SOCIAL NETWORKS AND THE INTERNET

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**Annotation.** *The popularization of phraseological units through social media and internet culture is crucial topic of these days. New phrases and expressions spread rapidly via social media, influencing both national and global culture. The article analyzes new idiomatic expressions, hashtags, memes, and other linguistic phenomena in internet culture.*

**Key words:** *phraseology, social media, internet culture, new expressions, hashtags; meme; viral content; language development.*

With the widespread use of modern technologies and social media, the process of language development is also accelerating. New words and expressions quickly emerge and are adopted by users. In this context, phraseological units, which are stable word combinations that convey a fixed meaning, play a significant role. The internet and social media contribute to the wide popularization of phraseology, and new phraseological expressions are swiftly making their way into everyday language.

Phraseological units spread rapidly via the internet, leading to the popularization of new words and expressions. Particularly, platforms like Twitter, TikTok, and Instagram facilitate the quick and widespread usage of phraseological expressions among the public. For example, the phenomenon of “memes” has entered the language as a tool representing widely popularized expressions and phraseological structures on the internet. Through memes, various phraseological expressions are used in humorous, sarcastic, or cultural contexts, quickly gaining public attention [1;3].

New phraseological expressions also find their way into everyday language through the internet and social media. A prime example is the use of abbreviations like "FOMO" (Fear of Missing Out). This term refers to the fear of missing out on something, a concept widely used on social media to describe a specific lifestyle-related anxiety and is now commonly used as a phraseological unit [2;3].

Similarly, new expressions such as “ghosting” have spread widely through the internet. This term refers to the act of abruptly cutting off communication with someone, acting as if one has disappeared, and is now recognized as a phraseological unit in global linguistics.

Phraseological expressions also become widely popular on social media through hashtags. Hashtags like #ThrowbackThursday or #TBT are simple phraseological expressions that allow users to reminisce about the past and share stories about it. Over the years, these hashtags have become widely known and are now an integral part of culture [3;3].

Phraseological expressions not only enrich language but also influence cultural change. New expressions and phraseological units introduced through social media become cultural indicators. For instance, the phrase “going viral” (the rapid spread of

content on the internet) reflects a new trend in internet culture. This phenomenon demonstrates how phraseology impacts global culture and how it evolves [4;3].

The internet and social media play a significant role in the modern development of phraseology. New phraseological units rapidly become popular through social media, contributing to the enrichment of language and the transformation of culture. As social media and technologies continue to evolve, the process of language change is expected to accelerate further. The role of phraseology in internet culture will remain a relevant topic for research in this field.

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