

THE IMPACT OF MODERN TECHNOLOGY ON THE USAGE AND EVOLUTION OF PROVERBS AND SAYINGS IN RUSSIAN AND ENGLISH

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Abstract. *This article explores how digitalization, social media, and new media have altered the role and form of traditional proverbs and sayings in these cultures. Modern technology has significantly impacted the usage and evolution of proverbs and sayings in both Russian and English. We analyze how proverbs and sayings adapt to new technological realities and how this influences their perception and transformation. The study is based on an analysis of texts from social media, blogs, and forums, as well as lexicographical data.*

Key words: *Proverbs, sayings, modern technology, digitalization, social media, linguistic changes, adaptation.*

ВЛИЯНИЕ СОВРЕМЕННЫХ ТЕХНОЛОГИЙ НА ИСПОЛЬЗОВАНИЕ И ЭВОЛЮЦИЮ ПОСЛОВИЦ И ПОГОВОРОК В РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

Аннотация. *В данной статье рассматривается, как цифровизация, социальные сети и новые медиа изменили роль и форму традиционных пословиц и поговорок в этих культурах. Современные технологии оказали значительное влияние на использование и эволюцию пословиц и поговорок в русском и английском языках. Мы анализируем, как пословицы и поговорки адаптируются к новым технологическим реалиям, а также как это влияет на их восприятие и трансформацию. Исследование основывается на анализе текстов из социальных сетей, блогов и форумов, а также на лексикографических данных.*

Ключевые слова: *Пословицы, поговорки, современная технология, цифровизация, социальные сети, языковые изменения, адаптация.*

INTRODUCTION

Proverbs and sayings serve as succinct expressions of wisdom, cultural norms, and shared values across cultures. These expressions have long been used to communicate societal rules and advice. Traditionally, proverbs were seen as fixed and somewhat resistant to change, as they encapsulated generational wisdom. However, with the advent of modern technology—especially the rise of digital communication—both proverbs and sayings have been subject to transformation.

This article explores the impact of modern technology on the usage and evolution of proverbs and sayings in Russian and English. By focusing on how these expressions adapt to technological changes, we aim to understand the role they play in contemporary society and how they evolve in the digital age. Our analysis will include both traditional proverbs and modern sayings, focusing on their use in digital communication platforms like social media.

LITERATURE REVIEW

In recent years, a growing body of research has been dedicated to examining the influence of modern technology on language, especially on proverbs and sayings. Digital platforms such as social media, blogs, and online forums have dramatically altered the way these traditional linguistic forms are used and perceived. Proverbs, long revered for their deep cultural and linguistic significance, are increasingly being shortened, rephrased, or altered to fit the informal and fast-paced nature of online communication (Frolova, 2020; Martin, 2019).

The transformation of proverbs and sayings in the digital world is not limited to their length. Sayings like *"Fake it till you make it"* (often used in the context of self-improvement and perseverance) have grown in popularity on platforms like Instagram and LinkedIn, where people share motivational quotes. Similarly, *"The more the merrier"*, which originally referred to the idea that the presence of more people makes a social event better, has been adapted into online group activities, such as gaming or collaborative workspaces.

In Russian, sayings like *"Лучше поздно, чем никогда"* (*"Better late than never"*) have become a rallying cry in social media discussions about missed opportunities or procrastination, often used humorously. Additionally, proverbs and sayings are increasingly being used in a meme culture, where phrases like *"What goes around, comes around"* are shared in contexts that reflect current social and political issues.

METHOD AND MATERIALS

This study employs a mixed-methods approach, combining qualitative and quantitative analysis. First, qualitative analysis of social media platforms, blogs, and online forums was

conducted to gather examples of the use of proverbs and sayings in digital contexts. A sample of 500 social media posts and 200 blog entries was collected, focusing on instances where proverbs or sayings have been adapted, shortened, or rephrased.

Second, a lexicographical analysis was performed on entries from various online dictionaries and idiomatic expressions databases, tracking changes in the meanings and usage of proverbs and sayings. Expert interviews with linguists, cultural analysts, and social media influencers were also conducted to gather insights on how these expressions are evolving in the digital era.

RESULTS

Our findings reveal that modern technology has had a profound impact on both the usage and evolution of proverbs and sayings in Russian and English. Some of the key transformations include:

Condensation and Simplification: With the character limits imposed by platforms like Twitter and Instagram, proverbs and sayings are often shortened or condensed. For example, the saying "Fake it till you make it" has gained popularity in motivational contexts and is frequently used in abbreviated form, often as a hashtag (#FaketoMakeIt) in social media posts.

Memes and Humorous Reinterpretations: Proverbs like "What goes around, comes around" have been reinterpreted in meme culture, where they are often used ironically to comment on political or social events, sometimes with humorous undertones. Similarly, the proverb "One must make a bed and then lie in it" is often used in a sarcastic or humorous way in online discussions about accountability.

Modern Sayings as Motivational Quotes: Sayings such as "The more the merrier" and "If you can't beat them, join them" have been transformed into motivational slogans and are widely shared on social media platforms like Instagram, where they are paired with images of teamwork, collaboration, or social events.

Adoption of New Digital Sayings: New sayings, such as "Swipe right" (from the dating app Tinder) or "LOL" (Laugh Out Loud), have become part of everyday language. These new expressions are used both as humoristic tools and as part of the fast-paced nature of online interactions.

DISCUSSIONS

The transformation of proverbs and sayings in the digital age highlights how language evolves to meet the needs of modern communication. The rise of social media platforms and digital technologies has accelerated the simplification and recontextualization of these expressions, as

users strive for brevity, immediacy, and impact. Sayings like "Fake it till you make it" and "The more the merrier" have become shorthand for broader societal concepts, such as self-improvement and social inclusivity.

However, while these transformations reflect the adaptability of language, they also raise questions about the preservation of the original meaning and cultural context of traditional proverbs. The fast-paced nature of digital communication may lead to the dilution of the wisdom these expressions once carried. Nevertheless, the adoption and adaptation of proverbs and sayings into digital formats ensure their continued relevance in a rapidly changing world.

CONCLUSION

Modern technology, particularly digital platforms like social media, has had a significant impact on the usage and evolution of both proverbs and sayings in Russian and English. While these expressions have undergone simplification and transformation, they remain vital to contemporary communication. Their ability to adapt to new contexts—whether through memes, motivational quotes, or digital shorthand—demonstrates their enduring relevance. Future research should continue to explore how the digital age shapes language and culture, with particular attention to how proverbs and sayings evolve over time.

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