

phenomenon, event, etc.)” [1, p. 18].

Axiological linguistics views language as a repository of cultural meanings, with values marking cultural identity. Through linguistic units such as words, phraseologisms, aphorisms, and proverbs, central cultural values are expressed and preserved. For instance, cultural units like bread and salt, native land, or honor reflect Ukrainian collectivist, humanist, and existential values. Comparative analysis reveals cultural differences: the value of success in English-speaking contexts emphasizes individualism, while in Ukrainian discourse it may bear connotations of skepticism or social distrust.

The concept of “value” is a complex, multifaceted phenomenon in linguistics, sustaining ongoing scholarly interest. Its research within modern linguistic paradigms allows us to identify the mechanisms of formation and transmission of sociocultural meanings through language. Contemporary linguistic research shows that language does not merely reflect values but plays an active role in their modeling, normalization, and institutionalization in society.

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### THE «SPACE-TIME» CATEGORY IN SOCIAL MEDIA COMMUNICATION

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At the current stage of social development, rapid digitalization has rendered social networks a familiar and integral part of everyday human life. Virtual space imperceptibly extends real life, supplementing it with new options, expressions, and services. The possibilities of virtual communication appear practically limitless, provided there is an Internet connection.

Time and space are fundamental categories in the humanities, serving as identifiers and dimensions for understanding the world, organizing experience, and linguistically representing reality. The digital environment, particularly social networks, has transformed the concept of communicative interaction, leading to a re-interpretation of time and space categories.

The term "space-time," having expanded its semantic scope, has transitioned from applied sciences into the humanities and is now widely used. In linguistics, this

category denotes the relationship between spatial and temporal features that structure the linguistic worldview.

In social networks, space-time becomes not only a background condition or extratextual factor but also an essential structural component of network discourse.

In traditional, face-to-face communication, space is physically defined: interlocutors are simultaneously present in a specific location (institution, environment, or space). In contrast, social networks render space virtual, conditional, and mentally constructed. Geographic distance becomes irrelevant, and communicators seem united by a shared virtual location. Only through communication—immersion, involvement via specific words, remarks, attention, etc.—can this phenomenon be created: a common virtual space among communicators in social networks.

Researchers across various fields analyze and interpret the category of time in social networks, generally noting its loss of definiteness, linearity, and synchronicity, acquiring instead polysemy. Several extralinguistic reasons contribute to this: communicators may be in different time zones, temporarily disengage from devices, resume communication within messages, posts, or stories, determining temporal relevance, dynamics, synchrony, or diachrony. In virtual communication, temporal sequence, structure, and logic lose their absolute significance.

Social networks operate a "mechanism of immediate coverage," akin to information media, where rapid information delivery and timeliness attract recipients' attention. Simultaneously, social networks allow revisiting discussions or artificially rendering messages "relevant" through commenting, reposting, updating in redistributions, repeated viewing, etc.

Text creation, choice of communication strategies and tactics, and language units during social network communication are largely determined by space-time peculiarities. Linguistic-pragmatic factors aim to create the effect of real-time communication ("already" and "now"), psychological interaction, and comfort among participants, positively influencing potential communicators to engage in communication (expanding subscriber numbers). Notably, linguistic features of network communication include usage dominance, a tendency to economize and minimize language resources, use of atypical, occasional syntactic constructions, decreased normativity, including social jargon, slang, emotional-evaluative units, abbreviations, pictograms, graphic means, and their combinations.

Immersion of communicators in virtual space-time suggests certain contradictions. On one hand, the flexible, dynamic, information-rich space-time of social media provides users with free access to vast information arrays, expanding opportunities for creative search, learning, self-development, interesting acquaintances, and establishing interpersonal contacts. On the other hand, patterns and experiences of direct "person-to-person" interaction are gradually eroding, with increasing anonymous, formal communication, lacking absolute certainty in a person's specific identity (gender, age, nationality, education, physical and moral qualities, other social and personal characteristics). In virtual space-time, there's no absolute certainty that an account of interest isn't fake, and that a real person, rather than a scammer or fictional entity, is behind it. Consequently, not only are full-fledged communication skills lost,

requiring individual effort, attention, mental exertion, tolerance, understanding, etc., but also concerns arise about the communicator's virtual safety, who, while communicating, may inadvertently share important personal information, becoming a victim of harassment or fraud. Thus, the spatiotemporal aspect in virtual communication gives rise to several pertinent linguistic and extralinguistic issues, warranting timely clarification and study.

In conclusion, the category of space-time in social network communication undergoes significant transformations compared to the traditional linguistic worldview. Virtual, conditional, multilayered space, and unfixed, blurred, also conditional time, define the specificity of communication in social networks, necessitating special communicative strategies in virtual reality.

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## СУЧАСНІ ПРОБЛЕМИ ЛІНГВІСТИЧНИХ ДОСЛІДЖЕНЬ

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**Анотація.** У статті розглядаються основні проблеми сучасної лінгвістики, зокрема, вплив цифрових технологій та глобалізаційних процесів на мовознавчі дослідження. Автор зосереджує увагу на складнощах, які виникають у зв'язку з популяризацією нових форм комунікації, інтеграцією міждисциплінарних