

## PHILOSOPHY

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### **Informalisation of the English language in the context of modern linguistic and social changes**

One trend which has massively impacted on the shape of both written and spoken English in the course of the past century is what scholars refer to as ‘informalisation’. The present paper aims to describe informalisation as a trend premised on transformation of language practices following the alternation of social practices. The study presumes that arguments justifying the proliferation of informal language can most accurately and prominently be recorded by investigating current trends of media and electronic discourse, as well as against the backdrop of marketisation featuring as one of the most influential trends that affects a variety of spheres of human activity, including people’s communication practices. The article also offers a critique of informalisation as a linguistic phenomenon, as well as a review of a number of studies suggesting such related terms as ‘conversationalisation’, ‘colloquialisation’ and ‘individualisation’.

Key words: language informalisation, informal style, social changes, spoken language, written language, marketisation.

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