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The impact of digital transformations in society on the speech behavior of authors of scientific texts

The article examines the changes taking place in the speech behavior of the authors of scientific texts under the influence of digital transformations taking place in modern society and in education. Through the application of a pragmalinguistic approach, which makes it possible to consider the relationship between a person and the linguistic signs they use, trends in language development are revealed. As a result of a field study conducted using the method of continuous sampling of speech stereotypes in the texts of scientific articles, statistical data were obtained. Quantitative and qualitative analysis of these data allows us to trace the process of enriching the speech experience of the authors of scientific texts studying the use of digital technologies in teaching, and changes in their speech behavior. They create new linguistic units, the so-called speech stereotypes-neologisms corresponding to new, typical situations of scientific communication.

Key words: digitalization, pragmalinguistic approach, scientific text author, speech behavior, speech experience, speech stereotype – neologism.

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