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INNOVATIVE COMMUNICATION FOR NEW KNOWLEDGE ACQUISITION IN THE DIGITAL REALM

Applied linguophenomenological approach to the study contributes to solving the scientific problem of holistic modeling of processes and results of updating models and mechanisms of highly dynamic communication system in the field of acquiring new knowledge in the digital environment as a whole and its individual formats at the beginning of the XXI century in particular. The object of research is innovative communication in the global digital environment. The subject of analysis – innovative language and technology models, tools and mechanisms of communication in the field of acquiring new knowledge in the digital environment. The material of the research is the practices of innovative communication in the field of acquiring new knowledge – innovations of European English and Asian English in global communication, related to different substrates, objects and phenomena of acquiring new knowledge in the digital environment, procured form digital social networking and educational platforms, respondent surveys, lexicographic sources of modern languages, four automated digital lexicographic registers of language innovations for the 2018–2021 period.

The scientific novelty of the inquiry is derived from the conclusions and generalizations and is that it identified and parameterized innovative communication in the field of acquiring new knowledge in the global digital environment as a consolidated macro- and micro-level object of analysis, which is qualified by specific phenomenological and dynamic features, properties and tools of implementation. In particular, for the first time in the study: the integrative theoretical and methodological bases of research of communication in the field of acquisition of new knowledge are defined; the innovative communication in the digital realm is parametrized in the conditions of global quarantine restrictions; the methodological framework of modeling of innovative communication in the field of obtaining new knowledge in the digital environment in the ontological, linguistic and cognitive planes is introduced; the macrostructure of innovative communication in the field of acquiring new knowledge is identified as a set of linguistic-communicative and instrumental innovations in the systemic semantic unity of their reference correlation with substantial (ontological, epistemic, anthropological, technological) dimensions and elements of the global digital environment, the manifestation of which determines the phenomenological originality of the studied linguistic-communicative sphere.

Key words: *innovative communication, framework transformation, ICT, e-learning, hybrid learning, digital competences thesaurus, modelling, phenomenological marker.*

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ІННОВАЦІЙНА ОСВІТНЯ КОМУНІКАЦІЯ В ЦИФРОВОМУ ДИСКУРСІ: МОДЕЛІ ТА ІНСТРУМЕНТИ

Застосований лінгвофеноменологічний підхід до вивчення об'єкта дослідження сприяє вирішенню наукової проблеми цілісного моделювання процесів та результатів оновлення моделей та механізмів високодинамічної системи комунікації в галузі отримання нових знань у цифровому середовищі в цілому, її окремих форматів на початку XXI століття та в умовах карантинної цифровізації зокрема. Об'єктом дослідження виступає інноваційна комунікація в глобальному цифровому середовищі. Предмет аналізу – інноваційні мовно-технологічні моделі, засоби та механізми комунікації в галузі отримання нових знань у цифровому середовищі. Матеріалом дослідження слугують практики інноваційної комунікації в галузі отримання нових знань – інновації європейських та азійських варіантів англійської мови глобального спілкування, що співвідносяться з різносубстратними сферами, об'єктами та феноменами отримання нових знань у цифровому середовищі.

Наукова новизна роботи випливає з висновків та узагальнень та полягає в тому, що в ній у межах запропонованого напрямку вперше визначено та параметризовано інноваційну комунікацію в галузі отримання нових знань у глобальному цифровому середовищі як консолідований на макро- та мікрорівні об'єкт аналізу, що кваліфікується специфічними феноменологічними та динамічними ознаками, властивостями та інструментами реалізації. Зокрема, в роботі вперше: визначено інтегративні теоретико-методологічні засади дослідження комунікації в галузі отримання нових знань; параметризовано інноваційну комунікацію в умовах глобальних карантинних обмежень; запропоновано методологічну рамку моделювання інноваційної комунікації в галузі отримання нових знань у цифровому середовищі в онтологічній, мовній та когнітивній площинах; ідентифіковано макроструктуру інноваційної комунікації в галузі отримання нових знань як сукупний загал лінгвокомунікативних та інструментальних новотворів у системній змістовій єдності їх референтної співвіднесеності із субстантними (онтологічними, епістемічними, антропологічними, технологічними) вимірами та елементами глобального цифрового середовища та цифрового дискурсу, вичерпна, надцифрова інноваційна маніфестованість яких визначає феноменологічну своєрідність досліджуваної лінгвокомунікативної сфери.

***Ключові слова:** інноваційна комунікація, ІКТ, фреймова трансформація, цифрова освіта, гібридне навчання, цифровий тезаурус компетентностей, моделювання, феноменологічний маркер.*

Introduction and state-of-the-art overview. At the turn of the XX – XXI centuries, science acquires the status of extremely effective and dynamic tools of human activity, which determines the interest of scientists in pragmatic aspects and problems of cognitive theory to increase the effectiveness of scientific work by traditional classical means and innovative systems of artificial intelligence (Davis, 2001; Gelenter, 1998; Будкоб 1990).

The network of research space of modern linguistic explorations provides an opportunity to determine the problems of language coding, transcription and mapping of different spheres of actual and conditional reality in linguocognitive (Lakoff, 1987; Langacker, 1991; Селіванова, 2007), linguistic and cultural (Андрейчук, 2011; Маслова, 2007), discursive-communicative (Потапенко, 2011; Морозова, 2004), synergetic (Єнікеєва, 2011), activity (Heeter 1989; Heim, 1994) planes.

As an integral product of civilization, modern computer reality has become an independent being. Within it, electronic media act not only as a means of transmitting information or interaction, but also reveal their own world-creating, meaning-making, and, as a consequence, language-forming potential (Hausser, 1999; Makhachashvili, 2020; Борчиков, 2000). Computer being (CB – a term after V. Kutyriev (Кутырьев, 2001) is defined as a complex, multidimensional sphere of synthesis of reality, human

experience, and activity, mediated by the latest digital and information technologies; it is the object of study of a wide range of humanities.

In philosophy, computer being is interpreted as a special type of substance – material and ideal reality in the aggregate of all forms of its development (Nyce, 1994; Бабушкін, 1985; Девтерев, 2000); in anthropology – as an environment for the implementation of “post-humanistic” tendencies of anthropogenesis (Hamilton, 1993; Heim, 1994; Мартинюк, 2001); in psychology – as a psychosomatic and emotional plane (Suler, 2009; Баксанский, 2004); in culture – as a sphere of spiritual experience (Monnin, 2010; Knight, 1994), in sociology – as a system of multilevel, multidirectional social relations (Bell, 1987; Johnson, 2003).

The linguistic aspect of the study of computer being at the turn of the century is determined by objective historical and geopolitical preconditions: cyberization, globalization, informatization of world society, Americanization of world culture, due to which modern English, mostly its American variety, is a priority linguistic and communicative environment of the primary language coding of elements of computer being and its mapping (Makhachashvili & Swemenist, 2020), exported to globalized languages across the world.

The problem of theoretical and methodological substantiation of cross-cutting principles, directions, mechanisms and results of qualitative dynamics of

linguistic macro- and microstructures of vocabulary in the realm of computer being, as a consolidated linguistic object, is still waiting to be studied. Consideration of this issue requires the involvement of the phenomenological perspective of the study of complex linguistic objects, given the definition of the main task of phenomenological epistemology – knowledge of the full system of facts of consciousness (Мамардашвили, 1999), constituting the objective world (Zahavi, 2003; Гуссерль, 2001; Будко, 1990).

Objective. The **object** of research is innovative communication in the global digital environment. The **subject** of analysis – innovative language and technology models, tools and mechanisms of communication in the field of acquiring new knowledge in the digital environment. The **material** of the research is the practices of innovative communication in the field of acquiring new knowledge – innovations of European English and Asian English in global communication, related to different substrates, objects and phenomena of acquiring new knowledge in the digital environment, procured from digital social networking and educational platforms, respondent surveys, lexicographic sources of modern languages, four automated digital lexicographic registers of language innovations for the 2018–2021 period.

Main findings. The linguistic adaptation of the phenomenological approach to the theoretical and methodological understanding of the dynamics of the vocabulary of modern European and Oriental languages in computer life is based on the concept of the logosphere, synthetically understood as: 1) elements of different spheres of life (Люсев, 1993); 2) the zone of integration of thought-speech continuums (linguo) of cultures (Барт, 1989; Бахтин, 1979).

The turn of the XX – XXI centuries is determined by a significant acceleration of the enrichment of the vocabulary of modern natural languages (Makhachashvili, 2020; Єнікєєва, 2011; Шепель, 2010), which determines the need for holistic linguistic research of innovative industries.

Such a study of the vocabulary replenishment of modern European and Asian varieties of the English language corresponds to a new integrative direction – phenomenological neolinguistics. The global innovative logosphere of computer being, a component of the international language logosphere, is considered as a plurality of verbal innovations, which are phenomenological correlates of the elements of computer being. Phenomenological neolinguistics provides the researcher with the innovative logosphere of computer existence with the functional integrative methodology and analysis procedures, the application of which allows comprehensive coverage of the rela-

tionship between the principles of ultra-dense verbalization of this dimension of reality and mechanisms of neologization, nomination, language reference.

The proposed linguophenomenological approach to the study of the object of study helps to solve the scientific problem of holistic modeling of processes and results of replenishment of the vocabulary of the highly dynamic system of modern languages in general and its individual areas at the turn of XX – XXI centuries.

The object sphere of phenomenological neolinguistics consists of elements of the logosphere (in particular, the linguistic innovative logosphere of computer existence) in the priority determinative dialectical interaction with the constructs of existence – space, time, substance, phenomenon, essence – corresponding to the object field “ontological neolinguistics”; constructs of knowledge/cognition – episteme, concept, concept – corresponding to the object field “epistemological neolinguistics”, and constructs of human consciousness/self-consciousness – identification, identity, individuality – corresponding to the object field “anthropological neolinguistics”.

This inquiry is based on the initial position on the phenomenological nature of computer lexical innovations of modern European and Oriental languages (namely, the ability to identify, embody and structure elements of the corresponding sphere of being), which enables and provides complex determinative interaction of different substratum and abstract) parameters of the global language innovation logosphere of computer existence. In the process of research, the algorithm of ontospheric and anthropospheric paradigmatic systematization of general language innovative computer terms is introduced.

At the beginning of the new millennium, the subsystem of natural language and communication innovations, which is related to the field of new computer technologies and the dynamics of computer life in general, acquires rapid and integrated development, provided by a number of linguistic and extralingual prerequisites:

1) synchronization of the pace of renewal of the multilevel composition of European and Asian versions of the English language of global communication in the field and the pace and scope of emergence and branching of substantive, object, phenomenological, anthropological spheres of digital reality (D. Crystal; M. Marchionni) significant, in comparison with other spheres of life in the studied period, quantitative indicators of replenishment of innovative (usual and potential) verbal tools of global communication languages in different social spheres: of oral innovations for 1 year (≈51–63% of the total sample

of usual innovations of English variants of global communication – according to conventional lexicographic sources and automated lexicographic registers and language data corpora WordSpy, WorldWideWords, The Merriam-Webster Online, Lexonomy, Google database, etc.);

2) isomorphism of language coding of multisubstrate structures (ontological, epistemological, anthropological) of digital and real environment (R. Makhachashvili, G. Marchioni);

3) flexibility and adaptability of multilevel composition of European and Asian versions of English of global communication in relation to the development of digital communication, which is actualized due to information intensity, semiotic hybridization of linguistic innovations of global communication languages in digital environment, manifestation of potential for transformation. morphological function, etc. (S. Yenikeeva, N. Tatsenko, N. Lazebna).

The state of visual and observable situational parallelism of processes of origin and development of innovative essential elements (space, time, substance, communication), epistemological (cognitive) elements (information, epistemology, learning, heuristics, etc.), anthropological elements (existential state, type of identity) etc.) digital existence and their linguistic and communicative correlates (language sign, language form, language meaning, language content) determines the methodological relevance of positioning this segment of linguo-communicative and social (including cognitive/educational) reality as a special type of logosphere, in particular the English logos. communication, which is a synchronous periphery of the logosphere of modern global linguistic culture in the digital age.

We consider it expedient to select from the configuration of the specified macrophenomenon of a separate branch object of exploration – innovative communication in the global digital environment. Innovative communication in the global digital environment is understood as a vertically integrated at the macro and micro level set of usual language innovations and innovative communicative practices of acquiring new knowledge, which by its typological specificity are conditionally exhaustive phenomenological correlates of various elements of digital existence.

We highlight the following characteristics of innovative communication in the field of acquiring new knowledge:

1. Ability to sign the existential originality of the global digital environment at the level of significant characteristics of verbal units that constitute the relevant profile communicative sphere. The given characteristic of the logosphere of innovative communication in the field of acquiring new knowledge in the

digital environment is manifested at the level of the external form of its discrete units. For example, due to the combination of configurations of external and internal forms of discrete units of the logosphere of innovative communication in the field of acquiring new knowledge: eg, Web 2.0/3.0/X.0 – communicative model of digital environment, according to the type of communication subjects; e-learning 2.0 (e-learning N.0) – visual and technological configurations of the Internet space that allow cognitive communicative interaction according to the appropriate stage of technology development, where 2.0/X.0/N.0 – metonymic semiotic representation of the content element “new (advanced) version” (operating system, software, software product, etc.); puntocom (Sp. Eng) – verbal equivalent of graphic display of e-mail address; 888 (Jap. Eng.) Is the communicative equivalent of applause.

2. Content and structural density of volume, uniformity and conditional exhaustiveness of innovative codification of the general variety of substrate elements of the digital environment. This characteristic determines the principle of integration of the macrostructure of innovative communication in the field of acquiring new knowledge in the global digital environment, which is determined by the phenomenological (extensional, significant) correlation of its discrete elements with:

1) ontological elements of the digital environment as a whole – space, time, substance, phenomenon, essence (eg: phenomenological correlation of the element “substance”: Webrarian (telescopic fusion Web +) (lib) rarian – the subject of innovative communication in the field of new knowledge archiving of digital databases); AI-sistant – the subject of innovative communication in the field of new knowledge based on artificial intelligence (hybrid mechanism of merging two models of innovation in English – acronym (AI = Artificial Intelligence) and telescope (assistant => [a] (AI) ssistant), on / off-kai (Jap. Eng.) – the state of the subject in the digital environment.

2) epistemological elements of the digital environment for acquiring new knowledge – information, knowledge/cognition/learning, concept, concept (eg: phenomenological correlation of the element “information” : information demise – destruction of data storage systems; data spill – oversaturation of the communicative space with data); cyberotaku (Jap. Eng.), network expert (Ch. Eng.) – a knowledgeable subject of innovative communication in the digital environment.

3) anthropological elements of the digital environment – self, self-awareness, identity, individuality, sociality (eg, a number of innovations – manifestations of the element “subject”/“self” due to different mechanisms of substantivization of semantic and ref-

erence sign “I”: self-tracker – the subject of innovative communication in the digital environment, which tracks personal data, narb (telescopic merger from nar (rative) + (b) it – a piece of personal information about the communicator, which can be traced in the digital environment), digital native – the subject innovative communication in the digital environment, for which age is a priority communicative experience.

The main focus of the work is on the study of models and tools for comprehensive structuring of innovative communication in the field of acquiring new knowledge in the digital environment (innovative communication in the digital environment in understanding transformational innovation layers and communicative application).

The problem of theoretical and methodological substantiation of cross-cutting principles, directions, mechanisms and results of qualitative modeling of macro- and microstructures of verbal means and means of language processing in digital communication in the field of acquiring new knowledge as a consolidated language object is thoroughly studied. The mosaic, simulation, multidimensional and framework approaches to understanding complex dynamic linguistic phenomena and entities, a priority for this methodological context, allowed us to discover the ontological nature of innovative communication units of globalized English versions in the field of new knowledge.

The thesaurus of innovative communication in the field of acquiring new knowledge in the digital environment as a presuppositional and locative structure consists of such groups of components and their language implementation (information and communication technologies/digital tools, digital formats of cognition/learning, digital competencies). The thesaurus is structured to identify and categorize the key components of innovative cyberterminology that contribute to the construction and operation of the electronic learning environment/ acquisition of new knowledge. Modeling of macro-, micro- and supra-structures of innovative communication in the field of acquiring new knowledge and their digital processing in the coordinates of three main dimensions is proposed:

1) Intranet-heuristic anthroposphere of acquiring new knowledge (anthropic communicative digital environment) – e.g. digital immigrant – a subject of innovative communication in the digital environment, for which it is not the primary communicative experience by age, twitterati (Twitter + literaty) – a professional communicator in digital social networks in the genre of “microblog”;

2) Extranet-heuristic anthroposphere of acquiring new knowledge (components of digital reality that

function in the communicative environment outside the context of digital communication) – e.g. tradigital (traditional + digital) – a familiar object of the non-digital environment that incorporates digital technology, Zoomer, Generation Z (oom) – the subject of innovative communication in the digital environment as a social group for a set of features of communicative behavior; Zoomwear – a type of clothing suitable for digital video communication; al desko (Sp. Eng.) – the subject of innovative communication in the digital environment by type of location in real space.

3) Man-made anthroposphere of obtaining new knowledge (reoriented components of the anthropogenic communicative environment with the replaced ontological parameter to the corresponding anthropic) – e.g. Webucation (acquisition of new knowledge, education, in a digital communication environment); word-of-blog – dissemination of information in the digital communication environment; Wikification – opening a data resource for the collaboration of communicators in the digital environment; destiny revolution (Ch. Eng.) – digital revolution of the communicative environment (consonant pronunciation of hieroglyphs to denote the concepts of fate/destiny and digital).

The dynamic interaction of structural levels of ICT content in the layers of innovative communication in the field of acquiring new knowledge is characterized by anthropogenic and cognitive parameters of the content plane, mediated by subjective and collective cognitive experience of cognitive subjects in the digital environment embodied in digital transformation.

The Thesaurus of Innovative Communication in the Field of Gaining New Knowledge in the Digital Environment as a Presuppositional and Locative Structure reveals the phenomenological (nominative, reference, denotative, significant) ability to converge coding at the system level of its internal and external elements of all the above parameters.

Conclusions. Mosaic, simulation, and multidimensional approaches to understanding complex dynamic linguistic phenomena and entities, prioritized by this methodological context, allowed us to identify the ontological nature of innovative ICT, e-learning, hybrid learning, digital competences thesaurus in innovative educational communication (namely, the ability to embody and structure elements of the relevant realm of life independently from the filter of human experience), which enables and provides a complex determinative interaction of multisubstrate (linguistic, existential and anthropological) parameters of the innovative logosphere of computer being.

The specificity of the thesaurus of English-language innovative communication in the field of acquiring new knowledge in the digital environment is determined by the isomorphic nature of the integration of its external and internal structure and the integration of the macrostructure of innovative communication in the field of acquiring new knowledge in the global digital environment.

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