звичайному, середніх здібностей покупцеві можливості для самореалізації у варіанті "малої" творчості – дизайну власних інтер'єрів: *ЖК "Митець"*, *ЖК "Автограф"*; зображують будинок як дім, де мешкають любов і щастя: *ЖК "Родинний затишок"*, *КГ "Щастя"*; акцентують увагу на асиметрії в статусі та/або ресурсах, даючи змогу покупцеві відчути себе заможним і впливовим: *ЖК "Престиж Хол", ЖК "Корона Печерська"*; за допомогою маркерів національної ідентичності створюють відчуття стабільності та міцності (вкоріненості) буття: *ЖК "Козацький", ЖК "Вишиванка", ЖК "Ярославів Град"*; пропонують альтернативу скінченності людського існування, реалізуючи ідею символічного безсмертя: *ЖК "Династія", ЖК "Весна на вулиці Осінній"*.

Оперативний інваріант. Оперативні ойкодомоніми використовуються як інструмент, що допомагає отримати від покупця миттєву немовленнєву реакцію. Назви цього типу вирізняє експлікований діалогічний, інтерактивний характер, апелятивність, семіотична складність, що проявляється в креолізації нейму: *ЖК ": Salut!", ЖК "Great !!!", ЖК "4U", ЖК "L👁👁kyanSky"*.

Статистична щільність серед усіх трьох інваріантів саме концептуальних ойкодомонімів, чия образно-символічна форма якнайкраще відповідає символьним смислам рекламного імені, свідчить про динамічну фазу переходу ойкодомонімів у категорію комерційних назв.

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Social media analysis & analytics in philology

Svitlana Krasniuk
Kyiv National University of Technologies and Design, Kyiv
https://orcid.org/0000-0002-5987-8681

Abstract. *Social media has created a huge digital linguistic space, in which millions of texts are generated daily in different languages. This data contains unique information about language trends, semantic changes, stylistic features and sociolinguistic aspects of communication. Social Media Analysis & Analytics (Social Media Mining) based on Machine Learning, Artificial Intelligence and Big Data have become important tools in philological research. This article examines the methods, technologies and applied aspects of using Social Media Analysis & Analytics in modern philology.*
Keywords: *philology, social media, analysis & analytics, machine linguistics.*

Introduction. Data Mining is an important innovative technology [1, 2] that allows exploring large amounts of data (including in linguistics) to identify hidden patterns, trends, and structures. Data Mining is potentially a powerful tool for philologists, providing the possibility of deep and comprehensive computational, machine analysis of accumulated formalized sociocultural, in particular philological data [3, 4], which contributes to the development of language science in the modern digital world of big data [5, 6]. In turn, Social Media Analysis & Analytics (Social Media Mining) is an important component, specialized branch of Data Mining, which focuses on intelligent, in-depth analysis and analytics of all types of data obtained from social media platforms. This process includes the collection, integration, processing, analysis, and analytics of large amounts of various information [7, 8, 9] generated by users on social platforms such as Facebook, Twitter, Instagram, and others. The goal is to identify hidden patterns, patterns, and trends - that is, to obtain new and useful insights, contributing to making informed decisions in various areas of sociocultural research, including philological [10, 11].

It is undeniable that social media has become a powerful source of sociocultural, philological (including linguistic) data that should be fully used in philological research. Thanks to Social Media Analysis & Analytics (Social Media Mining), philological researchers can analyze huge amounts of texts in real time, identifying trends in speech, stylistics, semantics, and sociolinguistics. That is why, in this publication, the author preliminarily explores the main areas/areas of application, methods and technologies, appropriate tools of Social Media Mining in philological research, their advantages and challenges.

The Main Part. *Recommended effective areas of application of Social Media Analysis & Analytics in philology:*

1). Monitoring changes in language: automatic tracking of the emergence of new words and expressions; identification of language trends in youth slang and professional jargon.

2). Digital discourse analysis: research of hate speech, censorship and manipulation in social networks; analysis of the political and cultural context of texts.

3). Study of the features of online communication: analysis of specific features of digital writing (emojis, memes, abbreviations); study of language behavior in different social networks (Twitter vs. Facebook vs. Instagram).

4). Automation of text analysis: implementation of ML and AI in linguistic research and automatic classification of texts; detection of language changes through temporal models.

5). Intelligent analysis of digital interaction: research of multilingualism in the Internet space; analysis of regional differences in social networks.

Effective methods of Social Media Analysis & Analytics in philology:

1). Lexico-semantic analysis: identification of new words, slang, neologisms; analysis of semantic changes of words in different contexts.

2). Morphological analysis: determination of the frequency of use of language constructions; analysis of the specifics of digital communication (abbreviations, emojis, hashtags).

3). Syntactic analysis: study of sentence structure and grammatical features in online communication.

4). Sentiment analysis: determination of the emotional coloring of texts (positive, negative, neutral); analysis of social mood and public opinion through comments, tweets, posts in social media and networks.

5). Thematic modeling: detection and automatic grouping of texts by topics using cluster analysis algorithms, detection of the dynamics of previously identified clusters of main topics; analysis of popular discourses, topics and changes in language trends in different social groups.

6). Sociolinguistic analysis: study of regional and social language variations (depending on the region, age, social status of users); analysis of bilingualism and mixed speech in social networks.

7). Stylistic analysis: identification of authorial features of writing based on posts in social networks; comparison of formal and informal speech.

The appropriate technologies and tools of Social Media Analysis & Analytics in philology are analyzed:

1). Natural Language Processing (NLP) - computer processing of text for the analysis of language structures.

2). Machine Learning (ML, AI) - deep learning for automatic identification of linguistic patterns using, for example, tools such as BERT, GPT, Word2Vec for analysis and classification of text data.

3). Social Media APIs (Twitter API, Facebook Graph API, Reddit API, YouTube API) - obtaining text data from social networks.

4). Python libraries (NLTK, spaCy, Gensim, TextBlob, BERT, GPT) – tools for philological text analysis.

5). Data Visualization (Matplotlib, Seaborn, Tableau, Power BI) – visualization of language clusters, trends, anomalies.

6). Big Data Platforms (Hadoop, Spark, Google Cloud) – processing of large amounts of text data.

Challenges and limitations of using Social Media Analysis & Analytics in philological research:

1). Limited access to data: the privacy policy of social networks can make it difficult to obtain texts - limitations of social platform APIs.

2). Quality of text data in social media: text data in social media and networks contain a significant number of errors, lack of punctuation, spontaneous abbreviations, emojis, informal vocabulary and slang - which significantly complicates the analysis and analytics of such data.

3). Selection of relevant information: a large amount of "noise" (spam, advertising, bots) in social media data and in social network data, which requires filtering and more complex pre-processing.

4). Ethical issues: maintaining anonymity, confidentiality of users' personal data - the use of personal data for research raises ethical debates.

Advantages and results of using Social Media Analysis & Analytics in philological research:

1). Fast access to large amounts of text data;

2). The ability to study language changes in real time;

3). Analysis of informal speech and new language phenomena;

4). Research of cultural and social aspects of language;

5). Automation of analysis using machine learning.

Conclusions. Social media has become an important source of digital text data, which opens up new opportunities for philological research. Social Media Mining of large volumes of texts from social platforms allows us to study language trends, stylistic features, sociolinguistic phenomena and the dynamics of language development in the digital age. The use of Social Media Mining in philology contributes to a deeper understanding of language changes, discursive practices and cultural influences.

Intellectual analysis and analytics of Social Media open up qualitatively new and productive horizons in modern philological research. Social Media Mining allows us to study language processes in real time, analyze communicative trends and predict changes in language. Despite the challenges, Social Media Mining methods in philology will continue to develop, contributing to a deeper understanding of modern language changes and trends.

Discussion and prospects for further research. The author puts forward the thesis that it is precisely the hybrid methods of Social Media Mining in the analysis and analysis of Big Philological Data, which combine completely different technologies, methods and algorithms to solve complex problems of processing, analysis and analytics of structured, semi-structured and unstructured, batch and streaming Big Data from social media. Thus, it is the hybrid use of classical ML, Deep ML [12] (Deep ANN [13]), AI [14], NLP and Big Data that helps to expand the capabilities of text data analysis in the digital environment, as well as create new approaches to studying the linguistic behavior of social media users.

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