

LEXICAL FEATURES OF ENGLISH USED IN DIGITAL MARKETING

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Abstract: *Digital marketing has become one of the most rapidly developing areas of global business communication. English functions as the dominant language of online advertising, social media promotion, e-commerce and digital branding. The language used in digital marketing contains specific lexical features designed to attract audience attention, influence consumer behavior and increase online engagement. Marketing professionals frequently use persuasive vocabulary, abbreviations, technological terminology, emotional expressions and conversational language strategies to communicate effectively with international audiences. Social media platforms and technological innovation have also contributed to the development of new lexical forms and internet-based vocabulary. This article examines the lexical features of English used in digital marketing, the role of persuasive and technological vocabulary and the influence of social media on marketing language.*

Key words: *Digital marketing, lexical features, English language, advertising, social media, persuasive vocabulary, branding, online communication, marketing discourse.*

Technological development and globalization have transformed modern business communication. Companies increasingly use digital platforms such as websites, social media, search engines and online advertisements to promote products and services. As a result, digital marketing has become one of the most important aspects of modern commerce. English serves as the primary international language of digital communication and online business. Most internet platforms,

advertising systems and technological applications operate mainly in English [2; 48]. Consequently, English vocabulary strongly influences global marketing communication. The language of digital marketing differs from traditional advertising because it combines persuasive communication, technological terminology, emotional appeal and interactive communication strategies. Lexical choices in digital marketing are carefully designed to attract consumer attention and encourage online interaction. Therefore, studying the lexical features of English used in digital marketing is highly important in linguistics, media studies and business communication research.

English has become the dominant language of global digital marketing due to the international expansion of technology and online business. International companies use English slogans, advertisements and promotional campaigns to communicate with worldwide audiences [1; 116]. Marketing professionals frequently use English terminology related to branding, online promotion and customer engagement. Words such as “innovation,” “premium,” “exclusive,” and “smart” are commonly used because they create positive impressions and international recognition. English also dominates search engine optimization (SEO), content creation and social media marketing. Companies strategically select English keywords to improve website visibility and attract internet users through online searches. Furthermore, English marketing vocabulary often spreads into other languages through globalization and digital communication. Many countries adopt English advertising expressions directly into local business communication.

Persuasive vocabulary represents one of the most important lexical features of digital marketing English. Advertisers use emotionally positive and attractive words to influence consumer attitudes and

encourage purchasing behavior. Words such as “best,” “free,” “special,” “guaranteed,” “limited,” and “exclusive” appear frequently in online advertisements because they immediately attract attention [4; 74]. Such vocabulary creates emotional reactions and motivates customers to interact with products or services. Superlatives and intensifiers are also widely used in digital marketing communication. Expressions like “the ultimate solution,” “the most advanced technology,” and “incredible opportunity” strengthen persuasive impact and improve product image. Another common strategy involves action-oriented language. Verbs such as “discover,” “boost,” “transform,” “improve,” and “achieve” encourage consumers to take action and engage with online content. In addition, marketers often use personalized vocabulary. Pronouns like “you” and “your” create direct communication with audiences and increase customer involvement.

Digital marketing English contains numerous technological and internet-related terms. Technological innovation and online communication introduced new vocabulary connected with social media, analytics, and digital platforms. Terms such as “SEO,” “engagement,” “algorithm,” “click-through rate,” “content marketing,” and “analytics” have become essential components of modern marketing communication [5; 81]. These expressions are widely used by professionals working in online advertising and digital commerce. Abbreviations and acronyms are especially common in digital marketing because they simplify communication. Short forms such as “PPC” (pay-per-click), “CTR” (click-through rate) and “ROI” (return on investment) improve communication efficiency in professional environments. Social media also contributed to lexical innovation. Words such as “viral,” “hashtag,” “followers,”

“streaming,” and “influencer” became globally recognized through internet culture and online communication trends.

One characteristic feature of digital marketing communication is the use of informal and conversational language. Unlike traditional business communication, digital marketing frequently attempts to create friendly and personal interaction with audiences. Companies often use simple vocabulary, contractions and conversational expressions to appear more approachable and relatable [3; 63]. Informal communication improves audience engagement and creates stronger emotional connections. Social media platforms particularly encourage conversational language. Marketers frequently use short phrases, humor, emojis and questions to maintain audience attention and increase interaction. For example, expressions such as “Don’t miss out!” or “Check this now!” create direct and energetic communication. Such language strategies help brands communicate naturally with internet users. Furthermore, conversational communication supports rapid information exchange, which is essential in modern digital environments where users quickly move between different types of content.

Digital marketing constantly produces new lexical forms and creative expressions. Rapid technological change and internet culture contribute significantly to vocabulary innovation. Blended words and neologisms are especially common in digital communication. Hashtags also became an important lexical feature of social media marketing. Hashtags combine keywords and promotional messages into concise forms that improve content organization and audience interaction. Additionally, internet slang and trending expressions frequently influence digital marketing communication. Marketers adapt vocabulary according to current online culture and audience preferences.

Social media significantly changed the language of digital marketing. Platforms such as Instagram, TikTok, Facebook and YouTube encourage short, visually attractive, and emotionally engaging communication styles. Marketing language on social media prioritizes brevity and audience engagement [2; 92]. Short slogans, catchy phrases, and visually supported text help companies attract attention quickly in competitive digital environments. Influencer marketing also transformed communication strategies. Influencers often use personal storytelling and conversational language to promote products more naturally and persuasively. User-generated content further influences lexical development in digital marketing. Consumers contribute to marketing vocabulary through comments, reviews, hashtags, and online discussions. The international nature of social media accelerates lexical exchange between languages and cultures, increasing the global influence of English marketing terminology.

Despite its effectiveness, digital marketing communication faces several challenges. One major issue is information overload. Internet users receive large amounts of advertising content daily, making it difficult for companies to maintain audience attention [4; 105]. Another challenge is cultural diversity. Vocabulary and communication styles effective in one culture may not produce the same results internationally. Therefore, marketers must adapt lexical choices according to cultural expectations. Ethical concerns also exist in digital marketing communication. Misleading vocabulary, exaggerated claims and emotional manipulation may reduce consumer trust and damage brand reputation. In addition, rapid technological and linguistic change requires continuous adaptation. Marketing professionals must regularly

update vocabulary knowledge and communication strategies to remain competitive in digital environments.

The lexical features of English used in digital marketing demonstrate the close relationship between language, technology and global business communication. Digital marketing English combines persuasive vocabulary, technological terminology, conversational language and lexical creativity to attract audiences and increase online engagement. English functions as the dominant language of digital communication and international marketing, strongly influencing marketing vocabulary worldwide. Social media and technological innovation continue to transform lexical usage and communication strategies in online environments. Persuasive expressions, abbreviations, neologisms and interactive communication techniques help companies strengthen branding and influence consumer behavior. However, marketers must also consider ethical communication, cultural diversity and rapid linguistic development. As digital communication continues to expand globally, the study of lexical features in digital marketing English will remain highly important in linguistics, media studies, and professional communication research.

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