"NEW NORMAL" OF POST-COVID AND POST-MODERN WORLD IN THE MIRROR OF LANGUAGE

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Today humanity is going through a period of radical transformation of the world, the principles of the existence of society, economy, education, traditional values. We are witnessing giant shifts in the world politics, epic battles between Good and Evil. It can be assumed that the modern society of the post-covid era is moving in the direction of "new postmodernism" and "post-capitalism".

The world elite is trying to "recode" sociocultural reality, human existence and linguistic consciousness. With the help of new cultural concepts and linguistic signs the "New Reality" and the "neology" of this reality is created and described.

This article is a study of the actual problem of neologization, carried out in the context of the above-mentioned dynamic processes occurring in the post-covid world. It is aimed at identifying and describing the linguistic means that reflect the current trends of the world elite in establishing a "New World Order". To implement a "radical transformation" and to impose a "New World Order" with new values and traditions, the "newspeak" of the post-pandemic era is used.

The object of our research is the new terms and concepts of the actual spheres of social life, which is considered as an important fragment of a new conceptual and linguistic picture of the world.

Keywords: "social puppet", neologization, New World Order, Great Reset, gender-neutral language, metamodernism.

Introduction

Language continuously reflects every change in human society. The lexical composition is expanding. Along with new phenomena and concepts, new lexical units appear, and the old ones change or lose their meanings. According to the Global Language Monitor, the English language is updated with new words every 98 minutes, and is rightfully considered one of the most dynamic

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languages in the world. The appearance of new words almost always falls at the peak of the development of modern technologies, as well as a period of acute political situations, natural phenomena, the emergence of new diseases, and the development of social networks.

Global events always leave their mark on the language and culture of any society. In the second decade of the 21st century, these events include globalization, migration processes and, of course, coronavirus (COVID-19).

Over the past two years, the world has undergone such radical changes in its consequences that some experts refer to the eras *"before the coronavirus"* (B.C. COVID-19) and "*after the coronavirus*" (A.C. COVID-19). No doubt, we will continue to be amazed at both the transience and the unexpectedness of these changes - as they influence each other, they will provoke second, third, fourth order consequences, thereby cascading effects and unintended results.

"Great Reset"

According to the founder and executive chairman of the World Economic Forum in Davos, Klaus Schwab, the world needs a "radical transformation" after the coronavirus pandemic, *"the only acceptable response to such a crisis is to pursue a "Great Reset" of our economies, politics, and societies" (*Klaus Schwab, 2020*).* Schwab, in his book "Covid-19: The Great Reset", has made it clear that the coronavirus is less of a crisis than a chance to hasten the birth of a "New World Order", which he calls the "Fourth Industrial Revolution".

For the transition to the "New World Order", the world elite decided to apply the so-called *"transforming event"*. An *"anthropological transition"* was applied, namely the formation of a society consisting of two sociobiological caste layers such as Eloi and Morlocks from Herbert Wells' novel *"Time Machine"*. On the one hand, "*superhumans"* living in their enclaves up to 120–140 years old, on the other hand, *"service people"* with completely different mental and physical abilities and a lower life expectancy.

In essence, this means the transformation-modification of a person, the nullification of old values and the imposition of those that can turn a person into a *"social puppet"* whom the owners of the new system can easily manage.

The emphasis of the tops of the elite on stimulating human diversity, as well as on the rights of various sexual minorities and racial, ethnic, national, cultural, religious, historical identity, family norms, the introduction of *"fluid gender*", *tolerance* - all this is the means of establishing a new system, a new type of production relations, where a person is alienated in his integrity.

In modern conditions, the cultural picture of the world acquires new features. An example of this is the picture of the world of social networks, media space, which represents a special reality, with its spatio-temporal dimension, often transforming the real image of the reality.

New world order

And since the main means of social construction of reality is language, the "*newspeak*" of the post-pandemic era is used to impose a "*New World Order*" values and traditions, to implement the "radical transformation". This very "New Reality" is programmed by using a rich choice of lexical means. With the help of the media, the elites influence the mass consciousness of people, since, as you know, one of the most important functions of the language is the ability to influence the formation of public opinion.

A new thesaurus is being created to implement the "New World Order" project and construct a new social reality. This is expressed in *neologization*, — the creation of new socioeconomic realias, terms and concepts, new meanings, which will be used in the formation of conceptual and figurative ideas about the surrounding reality of the New World.

Therefore, it is necessary to follow the language, new concepts and words, which, like the "Trojan horse", carry a hidden danger. In our opinion, we are witnessing the "recoding" of the socio-cultural reality, human existence, linguistic consciousness, the formation of the "neology of a New Reality", when this new reality is created and described with the help of new cultural concepts and linguistic signs.

The works of Klaus Schwab, Jacques Attali, Branko Milanovic and others are an important source for the formation of the "New Reality" and its language.

The language of "New Normal"

As Klaus Schwab states in his book "*The Fourth Industrial Revolution*": "*The Fourth Industrial Revolution, finally, will change not only what we do but also who we are. It will affect our identity and all the issues associated with it: our sense of privacy, our notions of ownership, our consumption patterns, the time we devote to work and leisure, and how we develop our careers, cultivate our skills, meet people, and nurture relationships. …The Fourth Industrial Revolution is reshaping every sphere of human life — from government to*

commerce; from education to healthcare. It is even impacting human values, opportunities, relationships and identities by modifying virtual as well as physical worlds of human beings (Klaus Schwab, 2017, p. 7*).*

The Industrial Revolution had an effect on the development of the language "*as new words had to be invented or existing ones modified to cope with the rapid changes in technology"* (The Industrial Revolution — Impact on English Language, 2014*).*

So, the Merriam-Webster American Dictionary recorded more than 500 new words in 2021. The most interesting of them are not just words, but real social phenomena or new sociocultural concepts: *digital immigrant, accessism, green-revolution; technocratic discourse, "happytalism"* and many other new data.

Today, many of us are aware that we speak a new language - the language of the "New Reality": *"green economy", "technological order", "information society", "new normal", "Great Reset"; "post-normal science"* ; *"boiling frog"; social change; diversity manager, "Build Back Better"; biodiversity; climate-neutrality; augmented reality; new "Year Zero"; infodemic; resilient post-covid future; turning point of humankind; human augmentation; neuro-technological brain enhancements; genetic editing; new value creation; digital economy; eco-carbon ways; net-zero technologies; technological singularity,* etc.

It is worth noting that so many changes have recently taken place, and so many new trends have emerged in the world economy and the economy of individual countries that this area has become one of the main sources of neologisms that deserve attention: *"inclusive capitalism", inclusive economic growth; "surveillance capitalism"; stakeholder capitalism; digital economy; "sustainable development", high-tech economy, zero emissions economy,* etc.

I would like to focus on the peculiarities of English neologisms of the conceptual and thematic field of the "New World Order" or so called "New Normal". According to Schwab's works, the new world order is constructed as follows: a) the fight against climate change, b) a green economy, c) the struggle for gender equality, e) ensuring the dominance of sexual minorities.

For example, a significant number of new units have appeared due to the problem of climate change. In 2019, the Oxford Dictionary awarded the title of "Word of the Year" to *climate emergency* - "a situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it " ("*climate emergency*" is the Oxford

English Dictionary's Word of the Year, 2019), and in 2020 the Oxford Dictionary published new words in the list of which included ***net zero*** - zero greenhouse gas emissions (Only 2020 could bring us words like these, 2020).

The shortlist of the Oxford English Corpus (Oxford English Corpus, 2022) included the following data: *climate action* — stepped-up efforts to reduce greenhouse gas emissions and strengthen resilience and adaptive capacity to climate-induced impacts, including: climate-related hazards in all countries; integrating climate change measures into national policies, strategies and planning etc.; *eco-anxiety* — the chronic fear of environmental cataclysm that comes from observing the seemingly irrevocable impact of climate change and the associated concern for one's future and that of next generations; *ecocide* - the destruction of the environment as a result of human activity; *firenado* - a phenomenon created when turbulent air rapidly rising from the site of burning, as a forest fire, sucks flaming gases, embers, and other fiery debris up into a twisting column, sometimes hundreds of feet in height; *megafire* – according to the United States Department of Agriculture, a megafire is a wildfire that burns over 100,000 acres. The state of California, in particular, has suffered from many *megafires* over the past several years with a 2020 wildfire burning over 1 million acres for the first time in state history; *savannafication* - climate change coupled with fires set ablaze to clear land for cattle and crops are transforming the world's largest tropical forest into arid expanses of grasslands, etc.; *cli-fi* — (short for "climate fiction.") all of the recent books and films related to world-destroying disasters brought about by climate change. Notable examples include "*The Day After Tomorrow", "2012" and "Interstellar*"; *solastalgia* — psychological distress caused by climate change; *morbique* — the morbid desire to travel to places to experience them before they are irreparably damaged by climate change or other manmade changes.

Through the efforts of activist Greta Thunberg, more and more people are ready to lead an "environmental lifestyle". A lot of neologisms have appeared in some other European languages as well. For example, in Swedish: *flygskam* — shame for flying on an airplane"; *tågskryt* — boasting that you ride a train"; *smygflyga* — keep flying on an airplane, but be ashamed of it and hide it; *Greta-Effekt* — this term describes the change in consumption, voting participation and travel habits of people who have been influenced by the Swedish climate activist Greta Thunberg and the *Fridays-For-Future* demonstrations (see: Kak yazyk reagiruet na izmenenie klimata, 2021); in Dutch: *Vliegschaamte* - The shame of flying on an airplane (similar to the

Swedish *flygskam*); *Treintrots* - Literally "*train pride*," this concept is related to *vliegschaamte*, or *fly-shaming*. *Treintrots* has to do with taking pride in taking the train instead of a plane; *Laadpaalklever* - someone who leaves his electric car parked a bit too long in the recharging spot for electric cars, thereby using it as a free parking spot (indirectly linked to climate change.). In Italian: *Gretini* — the thousands of teenagers who have taken part in demonstrations for climate change recently. The suffix **-*ino*** is used for the diminutive form in Italian, and the word can be translated as "Greta's followers." However, due to the similarity and assonance with the word *cretini* (meaning "*the idiots; the stupid people"),* the word has been used (especially by deniers of climate change in the press and in politics) to condescend to protesters (Steph Koyfman, 2019).

As for the point *b),* referring to "*green economy*" sphere, the language was replenished with such vocabulary units as: *freegan* — a person who rejects consumerism and seeks to help the environment by reducing waste, especially by retrieving and using discarded food and other goods**;** *eco-conscious* — the mentality to focus on reducing harm to the environment wherever possible; *green collar job* — a job connected to eco-friendly products and services; *ecoterrorism* — sabotage intended to hinder activities that are considered damaging to the environment; *soy or vegetable-based ink* — ink made from soybeans and other vegetable oils instead of petroleum; *naked packaging* — products that are sold without packaging; *green meeting* — an event that incorporates eco-friendly practices in order to reduce its impact on the environment (Group Multi-Occupant Spaces Conference rooms, classrooms and other indoor spaces used as place of congregation for presentations, training sessions, etc.), (Glossary of Green Terms and Definitions, 2009; Eco-Friendly Terminology, 2021); *köpskam* — the shame associated with shopping or consuming (Ortega, & Moynihan, 2019).

The next point in the project of a "*New Normal"* is the elimination or neutralization of gender differences in the words used by modern society. In this regard, the idea of a language that will be neutral in terms of the gender of a person is gaining wide popularity. A *new language* (*newspeak*), which involves addressing people without specifying their gender, calling them a neutral word. In linguistics, such a language is called an *inclusive language*. The University of Manchester has released a guide that encourages employees to use gender-neutral terms instead of gender-specific words.

There are 26 gender-neutral titles that non-binary parents could go by: *Baba, Dama, Mada, Maddy, Mapa, Moddy, Pama, Pom-Pom* (Gender Neutral/Non-Binary Parent Titles, 2019).

In everyday life, when you are unsure of a person's gender, you should use "*they*". *"They"* is essentially a replacement for the usual pronouns "she" and "he". That is, in this way they mark people who define themselves differently than "man" or "woman", or in cases where you are not sure about the gender of this or that individual. For example, *We have a new teacher. They will come tomorrow.*

The Canadian Senate has approved a bill that would replace the words of the national anthem *"True patriot love in all your sons command"*. with "gender-neutral" ones and now this line sounds: *"True patriot love in all of us command",* because the activists were terribly indignant at the fact that only sons are driven by love for the country (Canadian National Anthem Revised With Gender-Neutral Language, 2018).

Special dictionaries and reference books have already been published, the authors of which recommend avoiding words and expressions in your speech that indicate the gender of a person. The use of inclusive language in the nominations of words such as same-sex marriage, homosexuals, heterosexuals, etc. hides the meaning behind the inclusive name.

Today, there are 76 other genders besides male and female, such as: *gender non-conforming, genderqueer, cisgender, bigender, nonbinary, gender fluid, pangender, gendervoid, graygender, agender, cisnormative, cisprivilege, etc.*

Inclusive language can be considered not only as a way of linguistic expression that involves naming a person regardless of gender, but also as a language norm that does not allow discrimination based on race, health status, appearance, age, marriage and family relationships. In this case, we are talking about communication in a society where one can often hear words and expressions that are unacceptable for the language, which easily offend the interlocutor, there is an infringement of his rights by linguistic tactlessness or straightforwardness of one of the communicants.

Based on the foregoing, we can state the fact that today humanity is going through a period of cardinal transformation of the world, the principles of the existence of society, the economy, education, and values. We are witnessing gigantic shifts in world politics, epic battles between Good and Evil. It can be

assumed that the modern society of the post-COVID era is moving towards the "new postmodernism" and post-capitalism.

The era of "metamodernism"

In the last decade, culturologists, sociologists, philosophers, economists and other specialists offer their own options for describing the era of the Fourth Industrial Revolution: "*the era of new sincerity"* (Eshelman, R.), "*capitalist realism"* (Fisher, M.), *"metamodernism"* (Timotheus, Vermeulen, & Robin, van den Akker), *"digimodernism"* (Kirby, A.), *"cosmomodernism"* (Moraru, S.), *"automodernism"* (Samuels, R.), *"post-postmodernism"* (Nealon, J.) and a number of others (cited in Khrushcheva, 2020).

The term *"metamodernism*" seems to be the most successful of the above mentioned variants for us. Why? Firstly, the prefix *meta* — means "following something, transition to something else, change of state, transformation". *Thus, "metamodernism" is a world with different views on life, the world of open-source, open science, open data and open innovation,* etc.

"Metamodernism" is a global mental paradigm that has replaced postmodernism." The era of the Fourth Industrial Revolution can be considered the external cause of the emergence of metamodern, while the crisis is internal postmodernism. "The internal cause of metamodernism is connected with fatigue from the total irony of postmodernism, from its continuous quoting……. If postmodernism reflects an unprecedented amount of information, then metamodern reflects the unprecedented speed of its distribution: metamodern arises not just in the era of the Internet, but in the era of the fast Internet, available everywhere (ibid).

The era of *"metamodernism"* or the 4th Industrial Revolution is the era of the introduction of artificial intelligence, automation, editing of human genes, the narrowing of private space, control by the state and corporations of all aspects of human life through internal and external digitization.

Conclusion

Involving militant representatives of racial, ethnic and religious exclusivity in the modern "Armageddon", in order to maintain its "status quo" on the planet, the global ruling class uses the technologies of "controlled chaos", gender psychosis, coronavirus and vaccine madness, the destruction of traditional cultures and states as such, the deformation of education systems, health care,

total digitalization, transition from a technocratic model of science to a "post-normal science", allowing this "chosen minority" to take control of the rest of the world.

Artificially created newspeak drags society into the funnel of the "new world order", imposing gender, climate and other agendas and ideologies on us, giving rise to gender throwing, environmental concerns, covidophobia, fear of man-made and natural disasters and other types of phobias. The study of the extralinguistic causes of neologization processes contributes to the disclosure and understanding of new trends in the development of the society and culture of the modern era of *"metamodernism"*.

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ՀԵՏԿՈՎԻԴԱՅԻՆ ՀԵՏՄՈՂԵՌՆԻՉՄԻ «ՆՈՐ ՆՈՐՄԱԼԸ» ԼԵԶՎԻ ՏԻՐՈՒՅԹՈՒՄ

Նարինե Հարությունյան

Այսօր մարդկությունը վերապրում է հասարակության գոյության սկզբունքների, տնտեսության, կրթության, ավանդական արժեքների արմատական վերափոխման շրջան։ Մենք համաշխարհային քաղաքականության հսկայական տեղաշարժերի, բարու և չարի միջև տեղի ունեցող էպիկական մարտերի ականատես ենք։ Վարելի է ենթադրել, որ հետկովիդային դարաշրջանի ժամանակակից հասարակությունը շարժվում է «նոր հետմոդեռնիզմի» և «հետկապիտալիզմի» ուղղությամբ։

Համաշխարհային վերնախավը փորձում է «վերակոդավորել» հանրամշակութային իրականությունը, մարդկային գոյությունը, լեզվական գիտակցությունը։ Մշակութային նոր հասկացույթների և լեզվական նշանների օգնությամբ՝ ստեղծվում և նկարագրվում է ոչ միայն «նոր իրականություն»-ը, այլև այդ իրականության «ներլոգիան»։

Սույն հոդվածը ուսումնասիրում է նորաբանությունների արդիական խնդիրը՝ հետկովիդյան աշխարհում տեղի ունեցող դինամիկ գործընթացների համատեքստում։ Քննության են առնվում համաշխարհային վերնախավի կողմից «նոր համաշխարհային կարգ» հաստատելու ներկայիս միտումներն արտացոլող լեզվական միջոցները։

Սույն հետազոտության առարկան հասարակական կյանքի արդիական ոլորտների նոր տերմիններն ու հասկացությւններն են՝ որպես աշխարհի նոր հայեցակարգային և լեզվական աշխարհապատկերի կառնոր մաս։

Բանալի բառեր՝ *«սոցիալական իսամածիկ», «ներլոգիա», նոր աշխարհակարգ, մեծ վերազգործարկ, գենդերային չեզոք լեզու, մետա-մոդեռնիզմ:*