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## DISCOURSE STRATEGIES AND LINGUISTIC IDENTITY IN BRITISH LIFESTYLE BLOGS: A MULTIMODAL ANALYSIS OF DIGITAL SELF-PRESENTATION

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**Key words:** *lifestyle blogs, digital discourse, linguistic identity, British English, stylistic devices, multimodal communication, online self-presentation.*

This study examines the linguistic characteristics of British lifestyle blogs as a distinct digital discourse genre that has significantly influenced contemporary media landscape and online communication patterns. The research analyzes how British lifestyle bloggers construct their digital identity through specific linguistic strategies, including structural organization, grammatical constructions, stylistic devices, and orthographic choices. Drawing on a corpus of representative British lifestyle blogs across various thematic domains (travel, cuisine, personal development, beauty, sports, books, and technology), this investigation reveals how linguistic features serve both communicative and persuasive functions in digital self-presentation. The analysis demonstrates that British lifestyle blogs exhibit unique discourse characteristics that differentiate them from other online genres, combining elements of conversational language with sophisticated persuasive techniques. Key findings indicate that bloggers strategically employ incomplete sentences, passive voice constructions, conditional clauses, and direct speech to create intimacy with their audience while maintaining authority in their subject matter. The study also reveals that orthographic violations are often deliberate stylistic choices rather than errors, serving to enhance emotional impact and establish a conversational tone. Stylistic devices such as metaphor, personification, epithet, hyperbole, and comparison are extensively used to create memorable content and influence reader perception. The research contributes to understanding how digital discourse evolves within specific cultural contexts and provides insights into the linguistic mechanisms that enable effective online self-presentation and audience engagement in the British digital media landscape.

## ДИСКУРСИВНІ СТРАТЕГІЇ ТА ЛІНГВІСТИЧНА ІДЕНТИЧНІСТЬ У БРИТАНСЬКИХ ЛАЙФСТАЙЛ-БЛОГАХ: МУЛЬТИМОДАЛЬНИЙ АНАЛІЗ ЦИФРОВОЇ САМОПРЕЗЕНТАЦІЇ

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**Ключові слова:** *лайфстайл-блоги, цифровий дискурс, лінгвістична ідентичність, британська англійська, стилістичні засоби, мультимодальна комунікація, онлайн-самопрезентація.*

У статті досліджуються лінгвістичні характеристики британських лайфстайл-блогів як окремого жанру цифрового дискурсу, що суттєво вплинув на сучасний медіапростір та моделі онлайн-комунікації. Проаналізовано, яким чином британські лайфстайл-блогери конструюють свою цифрову ідентичність за допомогою специфічних лінгвістичних стратегій, зокрема структурної організації тексту, граматичних конструкцій, стилістичних засобів та орфографічних виборів. На матеріалі корпусу репрезентативних британських лайфстайл-блогів різної тематики (подорожі, кулінарія, особистісний розвиток, краса, спорт, книги та технології) встановлено, що лінгвістичні особливості виконують як комунікативну, так і переконувальну функції в процесі цифрової самопрезентації. Доведено, що британські лайфстайл-блоги характеризуються унікальними дискурсивними ознаками, які вирізняють їх з-поміж інших онлайн-жанрів, поєднуючи елементи розмовного мовлення з витонченими прийомами переконання. Встановлено, що блогери стратегічно послуговуються неповними реченнями, конструкціями пасивного стану, умовними реченнями та прямою мовою задля створення близькості з аудиторією за одночасного збереження авторитетності у своїй тематичній ніші. Виявлено також, що орфографічні відхилення нерідко є свідомими стилістичними рішеннями, а не помилками – вони слугують посиленню емоційного впливу та створенню розмовного тону. Стилiстичні засоби – метафора, персоніфікація, епітет, гіпербола та порівняння – широко використовуються для створення запам'ятовуваного контенту та впливу на сприйняття читача. Дослідження робить внесок у розуміння того, як цифровий дискурс розвивається в конкретних культурних контекстах, і розкриває лінгвістичні механізми ефективної онлайн-самопрезентації та залучення аудиторії в британському цифровому медіапросторі.

**Introduction.** The emergence of lifestyle blogs as a dominant form of digital communication represents a fundamental shift in how individuals construct, negotiate, and present their identities in virtual spaces. As defined by Cambridge Dictionary (2024), a blog constitutes “a regular record of someone’s thoughts, opinions, or experiences that they put on the internet for other people to read.”

However, this simple definition belies the complex linguistic and social phenomena that lifestyle blogs have become in the contemporary media landscape.

British lifestyle blogs occupy a particularly significant position within this digital ecosystem, representing not merely individual expressions but complex cultural artifacts that reflect and shape broader social trends, consumer behaviours, and linguistic

innovations. These platforms have evolved from simple online diaries to sophisticated multimedia enterprises that combine personal narrative, commercial interest, cultural commentary, and community building in unprecedented ways (Chapman, 2011; Rettberg, 2014).

The relevance of investigating British lifestyle blogs stems from their widespread adoption and cultural influence, making them significant agents of language change and innovation in digital contexts. These platforms represent hybrid forms of communication that systematically combine features of spoken and written discourse, creating entirely new linguistic norms that subsequently influence broader patterns of online communication (Гулич & Гнирія, 2023). The British context adds additional complexity, as these blogs reflect specific cultural values, social practices, and linguistic traditions while participating in global digital culture.

Previous research on digital discourse has established important foundations, yet significant gaps remain in understanding how regional and cultural contexts shape blog discourse strategies. While Chapman provides valuable historical context for blogging's evolution (Chapman, 2011) and Yakini traces its transformation into mainstream communication medium, these studies primarily focus on technological and social developments rather than linguistic specificities (Yakini, 2023). Rettberg's analysis of blogging as literary and social practice provides crucial theoretical groundwork, though her analysis lacks the cultural specificity necessary for understanding British blogging practices (Rettberg, 2014).

The theoretical framework for this study draws on discourse analysis, stylistics, corpus linguistics, and computer-mediated communication research. The specific focus on British lifestyle blogs addresses several important gaps: providing needed attention to regional variation in digital discourse, examining the intersection of cultural identity and commercial interest in digital self-presentation, and offering detailed linguistic analysis of a popular but understudied blog category.

The aim of this research is to conduct a comprehensive linguistic analysis of British lifestyle blogs, examining their discourse strategies, structural characteristics, and stylistic features to understand how these elements contribute to effective digital self-presentation and audience engagement within specifically British cultural contexts.

The specific objectives include: (1) analysing the structural organization of British lifestyle blog texts and identifying their distinctive organizational features; (2) identifying the most prevalent grammatical constructions and examining their functional roles; (3) investigating orthographic practices, including

strategic rule violations; (4) examining the deployment of stylistic devices and their impact on reader perception; (5) exploring how British cultural context influences discourse strategies and linguistic identity construction.

*Literature Review and Theoretical Framework.* The scholarly investigation of blogging as a communicative phenomenon has evolved considerably since the medium's emergence. Chapman's comprehensive historical analysis traces the evolution from "weblog" in 1997 through Jorn Barger and Dave Winer's work, to "blog" by programmer Peter Merholz in 1999 (Chapman, 2011). This etymological development reflects the medium's transformation from technical documentation to mainstream communication platform.

The democratization of blogging through platforms like Blogger, created by Pyra Labs in 1998, fundamentally altered who could participate and what content could be effectively shared. This technological shift enabled the emergence of specialized blog categories including lifestyle content, which had been largely absent during the technically-constrained early period (Yakini, 2023).

Rettberg's analysis of blogging as literary and social practice provides crucial theoretical foundation for understanding lifestyle blogs as sites of identity construction (Rettberg, 2014). Her examination of multimodal blog content and discussion of blogging's relationship to traditional autobiography highlights how digital platforms create new possibilities for self-presentation and narrative construction. Particularly relevant is her observation that blogs enable ongoing identity performance rather than fixed self-representation.

Miller's comprehensive analysis of English syntax provides essential background for understanding grammatical constructions in blog writing (Miller, 2002). His detailed examination of complex sentences and discussion of sentence fragments proves particularly relevant, as these constructions appear frequently in lifestyle blog content despite their technical grammatical incorrectness. O'Brien's analysis of sentence fragments offers specific insights into how incomplete constructions function in informal writing contexts (O'Brien, 2009).

The theoretical framework for understanding stylistic devices draws on Wareing and Thornborrow's examination of stylistic patterns, which provides analytical tools for understanding how metaphor, personification, epithet, hyperbole, and comparison function in various textual contexts (Wareing & Thornborrow, 1998). Their approach emphasizes functional rather than merely descriptive analysis, examining how specific devices serve particular communicative purposes. This framework proves particularly valuable for analysing lifestyle blog

discourse, where stylistic devices serve both aesthetic and commercial functions.

According to the scientists, who provide additional theoretical foundation for understanding how English artistic devices function in different contexts and how they achieve persuasive effects (Пашко & Рябокiнь, 2022). Their analysis of metaphor, comparison, and hyperbole demonstrates how these devices create emotional engagement while facilitating complex idea communication.

Pangaribuan's research highlights the complexity of evaluating writing quality in digital environments, demonstrating that traditional literacy measures may be inadequate for understanding online communication where creative spelling, punctuation, and formatting often serve specific communicative functions rather than indicating deficient education (Pangaribuan, 2021).

**Material and Methods.** This study employs a mixed-methods approach combining quantitative corpus analysis with qualitative discourse analysis. The research material consists of a carefully curated corpus of five prominent British lifestyle blogs: "Your Coffee Break" by Charlotte Giver, "London Unattached" by Fiona Maclean, "A Lady in London" by Julie Falconer, "Stephi LaReine," and "Life in a Breakdown."

The corpus comprises 50 blog posts published between 2020-2024, totalling approximately 75,000 words. Posts were systematically selected to ensure thematic balance across seven lifestyle blog categories: travel and tourism, cuisine and food culture, personal development and wellness, beauty and lifestyle, sports and fitness, literature and cultural commentary, and technology and gadgets.

The methodological framework integrates structural analysis (examining text organization patterns), grammatical analysis (focusing on syntactic constructions), orthographic analysis (investigating spelling and punctuation practices), and stylistic analysis (examining literary and rhetorical devices). Data collection involved systematic reading and coding using qualitative analysis software, with quantitative frequency analysis supplementing qualitative interpretation.

To ensure reliability, 20% of the corpus was independently analysed by a second researcher, achieving inter-rater reliability coefficients ranging from 0.82 to 0.91. The analysis incorporated reader response data through examination of comment sections and social media engagement metrics.

## **Results and Discussion.**

### **Structural Characteristics and Discourse Organization**

The analysis reveals that British lifestyle blogs follow a distinctive four-part structural template: headline, introduction, main body, and conclusion.

This framework enables bloggers to balance informational content delivery with audience engagement and commercial objectives.

### **Headline Construction and Function**

Analysis of 50 blog headlines reveals two dominant patterns: numbered list formats (34% of headlines) and interrogative constructions (28%). Numbered headlines like "Postcard Perfect: 5 Breathtaking Spots for Your Next Escape" demonstrate sophisticated awareness of search engine optimization and reader psychology. The specificity creates clear expectations while geographical specificity targets particular audiences.

Interrogative headlines such as "Where Practical Design Meets Contemporary Architecture" employ different strategies. Direct questions create intimacy through conversational directness, positioning the blogger as responding to genuine reader curiosity while establishing expertise through willingness to address complex topics.

British cultural characteristics appear in headline construction through understated qualifiers and self-deprecating humour, reflecting broader cultural communication patterns while maintaining international accessibility.

### **Introduction and Main Body Strategies**

Introduction sections consistently employ three strategies: personal experience integration (61% of posts), rhetorical questioning (42%), and situational scene-setting (38%). Personal experience integration establishes both experiential authority and relatability through selective vulnerability.

Main body organization varies significantly by thematic category. Travel content demonstrates high structural standardization (89% employing enumerated organization), while personal development content favors narrative progression (77%) emphasizing experiential authority over practical instruction.

### **Conclusion Functions and Community Building**

Conclusion sections universally emphasize community engagement over content summary (94% of posts), distinguishing lifestyle blogs from informational writing. The standard pattern combines content connection to reader experience, explicit engagement invitation, and subscription promotion, demonstrating sophisticated understanding of digital content economics.

### **Grammatical Constructions and Syntactic Patterns**

The grammatical analysis reveals distinctive syntactic patterns that characterize British lifestyle blog discourse. Complex sentences constitute 67% of all sentences, positioning lifestyle blog writing as a distinct register combining accessibility with sophistication.

### **Complex Sentence Usage and Strategic Fragments**

Within complex sentences, compound constructions (35%) slightly outnumber complex subordinate constructions (32%), indicating preference for coordinate rather than hierarchical information organization. Travel content demonstrates the highest proportion of complex sentences (72%), reflecting the need to convey detailed practical information while maintaining readability.

Sentence fragments appear in 8.3% of all sentence-like units, representing deliberate stylistic choices rather than errors. Analysis reveals four functional categories: emphatic isolation, conversational mimicry, rhythm establishment, and emotional intensification. These fragments correlate strongly with audience engagement metrics, with posts containing strategic fragments receiving 23% more comments than conventional posts.

#### **Passive Voice and Conditional Constructions**

Passive voice constructions appear in 23% of sentences, significantly exceeding conversational English frequency while remaining below formal academic levels. Recipe content shows highest passive voice frequency (34%), emphasizing process over agent and creating universal applicability.

Conditional clauses comprise 15.7% of complex sentences, reflecting the advisory nature of lifestyle content. First conditional (52%) and zero conditional (31%) constructions dominate, indicating focus on practical rather than hypothetical scenarios.

#### **Direct Speech Integration**

Direct speech appears with varying frequency across categories, with personal development content showing highest integration (67% of posts) and technology content lowest (12%). In personal development content, direct speech creates experiential authenticity through reconstructed dialogue that demonstrates social validation while maintaining relatability.

### **Orthographic Practices and Strategic Rule Violation**

The orthographic analysis reveals sophisticated strategic approaches challenging traditional assumptions about digital writing quality. Three categories emerge: standard adherence (74% of text), strategic violation (19%), and apparent error (7%).

Strategic violations include letter multiplication for emphasis (“deeeelicious”), creative punctuation for emotional expression, and unconventional formatting. These practices appear predominantly in sensory content domains (cuisine 34%, beauty 28%, personal experiences 31%), suggesting bloggers associate orthographic creativity with emotional content.

Statistical analysis reveals positive correlations between strategic violations and engagement metrics, with posts containing deliberate creativity receiving 23% more comments and 18% more social shares. This indicates audiences appreciate and respond positively to linguistic innovation.

#### **Stylistic Devices and Persuasive Strategies**

British lifestyle blogs employ sophisticated arrays of stylistic devices serving multiple communicative functions simultaneously. Metaphorical constructions appear in 73% of posts, significantly exceeding typical conversational usage and indicating deliberate rhetorical strategy.

### **Metaphorical Language and Cultural Expression**

Metaphorical constructions appear in 73% of posts, significantly exceeding typical conversational usage and indicating deliberate rhetorical strategy. Travel content demonstrates particularly rich metaphorical usage (87% of posts), typically employing journey metaphors positioning travel as personal transformation, discovery metaphors emphasizing learning, and sensory metaphors creating vicarious experience.

Consider this construction from travel content: “The ancient castle ruins whisper stories of Scotland’s turbulent past while the mirror-like waters of the loch reflect towering mountains that have witnessed centuries of human drama and natural beauty.” This employs multiple metaphorical layers: ruins as storytellers, water as mirror, mountains as witnesses, creating both sensory engagement and historical depth.

Personal development content uses different metaphorical frameworks emphasizing growth, construction, and transformation. For example: “Building a writing career is like constructing a house – you need solid foundations, reliable tools, and patience to see the structure take shape over time.” This extended metaphor enables complex professional advice delivery through familiar conceptual framework.

#### **Personification and Emotional Engagement**

Personification appears in 68% of posts, serving to create emotional connections with abstract concepts and inanimate objects. Technology content employs personification to make complex devices accessible: “These cameras are eager to please, responding quickly to your creative vision while quietly handling the technical complexities that used to demand constant attention.”

Home and lifestyle content frequently personifies domestic spaces to create emotional investment: “The great outdoors can be tough on furniture, with sunshine, rain, and wind working together to age and damage pieces that aren’t properly protected.” This transforms weather

elements into active agents, creating narrative tension that motivates protective action.

#### **Epithet Usage and Evaluative Language**

Epithet deployment demonstrates careful calibration to audience expectations, commercial considerations, and cultural appropriateness. Analysis reveals 2.3 epithets per 100 words across the corpus, with significant variation by thematic category. Beauty and lifestyle content shows highest epithet density (3.7 per 100 words), reflecting the evaluative nature of product recommendations and aesthetic judgments.

From cuisine content: “These feather-light biscuits with their golden-brown perfection and melt-in-your-mouth texture represent the absolute pinnacle of home baking achievement.” The epithet density (“feather-light,” “golden-brown,” “melt-in-your-mouth,” “absolute pinnacle”) creates sensory abundance enhancing appetite appeal while establishing the blogger’s discriminating taste and high standards.

Technology content employs epithets more selectively (1.8 per 100 words), focusing on precision and utility: “The lightning-fast autofocus and crystal-clear image quality make these cameras ideal companions for serious photographers seeking professional results.” These epithets emphasize performance and quality through precise rather than abundant description, maintaining credibility with knowledgeable audiences.

#### **Hyperbolic Constructions and Emotional Intensification**

Hyperbole appears in 46% of posts across the corpus, with strategic deployment varying by content type and commercial context. Cuisine content demonstrates highest hyperbole frequency (67% of posts), reflecting cultural associations between food appreciation and emotional expression: “This recipe will absolutely revolutionize your approach to home baking and completely transform every tea time into a celebration of pure indulgence.”

Travel content employs hyperbole more selectively (34% of posts), typically focusing on unique experiences: “The views from the cruise are absolutely breathtaking – honestly, photographs simply cannot capture the incredible beauty of this landscape.” This creates anticipation and justifies travel investment while establishing the blogger’s aesthetic sensitivity.

Personal development content shows lowest hyperbole usage (23% of posts), reflecting the need for credibility in advice-giving contexts. When hyperbole appears, it emphasizes transformation potential rather than current state description.

#### **Comparative Structures and Positioning Strategies**

Comparative constructions serve complex functions beyond simple evaluation, enabling bloggers to position themselves relative to alternatives and guide reader choices. The corpus contains 847 comparative constructions across 50 posts. Superlative forms comprise 35% of all comparative constructions, indicating the competitive nature of lifestyle blog discourse.

From travel content: “This represents the finest example of contemporary British hospitality, offering the most exclusive access to London’s most sophisticated cultural experiences.” The superlative density creates clear value hierarchy while positioning the blogger as someone with access to exceptional experiences.

Comparative structures also enable product positioning: “After trying dozens of similar products, this remains the most effective solution I’ve discovered for maintaining healthy skin in challenging urban environments.” This establishes extensive experience while creating preference hierarchy that guides purchasing decisions.

#### **Commercial Integration and Ethical Transparency**

The analysis reveals sophisticated strategies for integrating commercial content while maintaining reader trust. Disclosure language combines regulatory compliance with personal authenticity: “This post contains some affiliate links, which means I might earn a small commission if you decide to purchase something – but honestly, I only ever recommend products I genuinely use and love.”

Product integration varies by audience trust levels. Established blogs show more seamless integration: “I’ve been using this moisturizer for about six months now, and it’s honestly transformed my evening routine – not in a dramatic, Instagram-worthy way, but in the quiet, consistent manner that actually matters for long-term skin health.”

#### **Thematic Variation and Cultural Identity**

Significant linguistic variation across thematic categories demonstrates sophisticated genre awareness and audience adaptation. Each category employs distinctive linguistic signatures while maintaining recognizable lifestyle blog characteristics.

Travel blogs demonstrate unique characteristics combining practical information with vicarious experience creation, showing 24% higher descriptive adjective usage and 35% more cultural terminology than other categories. Cuisine content balances technical instruction with sensory appeal, showing 68% higher process vocabulary and 45% more sensory descriptors.

British cultural identity appears through strategic code-switching that negotiates between local authenticity and global accessibility. Linguistic markers create distinctiveness while maintaining international appeal, such as cultural explanations (“biscuits to me, and I’m far too British to start changing”) that educate international readers while asserting local identity.

**Conclusions.** This comprehensive linguistic analysis reveals that British lifestyle blogs constitute a sophisticated discourse genre that successfully navigates complex demands of contemporary digital communication through strategic deployment of linguistic resources. The research demonstrates these platforms represent mature discourse forms balancing multiple competing objectives: authentic self-presentation, audience engagement, commercial viability, and cultural participation.

The structural analysis confirms British lifestyle blogs employ a flexible four-part organizational template serving both reader convenience and commercial objectives while maintaining space for individual creativity. The consistent emphasis on community engagement distinguishes lifestyle blogs from traditional media and positions them as platforms for ongoing social interaction rather than one-way communication.

The grammatical analysis reveals sophisticated linguistic awareness enabling accessible yet engaging content through strategic deployment of complex sentences, deliberate sentence fragments, passive voice constructions, conditional clauses, and direct speech integration. Rather than representing declining literacy standards, these choices demonstrate careful adaptation to digital reading contexts and audience expectations, creating “authoritative intimacy” that positions bloggers as both expert guides and relatable peers.

The orthographic analysis challenges traditional assumptions about digital writing quality by demonstrating that apparent “violations” represent deliberate stylistic choices serving specific communicative functions. The positive correlation between strategic creativity and audience engagement indicates that British lifestyle blog audiences actively prefer thoughtful linguistic innovation over traditional correctness.

The stylistic analysis demonstrates sophisticated deployment of rhetorical devices enabling effective persuasion while maintaining authentic voice and cultural appropriateness. The strategic use of metaphor, personification, epithet, hyperbole, and comparison serves multiple functions: creating emotional engagement, establishing expertise, facilitating complex idea communication, and building community identity.

The thematic variation analysis reveals British lifestyle blogging as a flexible discourse framework adapting to diverse content requirements while maintaining recognizable stylistic signatures. This adaptability enables individual bloggers to develop domain expertise while maintaining coherent authorial identity across diverse content types.

The cultural dimension emerges as a significant finding distinguishing British platforms from international counterparts. The linguistic strategies identified—understated self-presentation, self-deprecating humor, conversational accessibility, community emphasis—reflect broader British cultural communication patterns while adapting to digital platform affordances and global audience expectations.

The commercial integration observed represents significant evolution in how personal expression and commercial interest intersect in digital environments. British lifestyle bloggers have developed sophisticated linguistic strategies for maintaining authentic voice while fulfilling commercial obligations, creating new models for transparent ethical commercial communication.

This research contributes to several areas of scholarly understanding: providing detailed documentation of a mature online genre for digital discourse analysis, demonstrating cultural influence on language adaptation for applied linguistics, offering insights into individual content creator navigation of commercial and personal objectives for media studies, and providing evidence of effective audience engagement strategies for marketing research.

Future research might investigate reader response patterns to different linguistic strategies, examine multimodal element integration with textual discourse, explore how emerging technologies influence lifestyle blog discourse development, and conduct comparative analysis with lifestyle blogs from other cultural contexts to illuminate British cultural contributions to observed linguistic strategies.

The study concludes that British lifestyle blogs represent sophisticated and evolving digital discourse offering valuable insights into how language adapts to serve new social and commercial functions in digital environments. The linguistic innovations documented provide important models for understanding how language and culture intersect in virtual environments as digital platforms continue evolving and influencing broader communication practices.

Future research might also explore the impact of emerging AI-generated content on lifestyle blog discourse and investigate how artificial intelligence tools are reshaping traditional blogging conventions and audience expectations. Cross-cultural comparative studies examining lifestyle blogs from

non-Western or Eastern European contexts could further illuminate how cultural specificity shapes digital self-presentation strategies beyond the British context. Additionally, longitudinal analysis tracking linguistic shifts in established blogs over extended time periods would provide valuable insights into the ongoing evolution of this genre as digital platforms continue to diversify.

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