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EDITORIAL FOREWORD

This special issue explores the intricate interplay between language, communication, and the digital sphere, focusing on the profound influence of artificial intelligence. The papers gathered here offer diverse perspectives on how technology reshapes human interaction, linguistic practices, and our understanding of communication.

The issue begins with Lev Manovich's paper, titled „Artificial Subjectivity”, which considers how generative AI language models introduce new forms of human representation in the arts. This paper discusses how these models simulate human subjective states and generate expressions of consciousness as a default outcome of their communication.

Balázs Arató and Géza Balázs's article „Artificial Intelligence: Transhuman Language, Ethics and Justice,” explores the potential social, communicative, linguistic, ethical, and legal impacts of rapidly evolving AI technologies. Their study examines cooperation as the foundation of social life, shared traditions (language, texts), tertiary orality and literacy, textual overproduction, core values and value stability, the detachment of art from human artistic intention, escalating social and personal conflicts stemming from technology, and the legal challenges of AI.

Zoltán Kövecses, in „Chatting about anger metaphors with ChatGPT,” investigates ChatGPT's knowledge of anger metaphors. This study examines whether the AI's metaphorical knowledge is based on national languages or cross-linguistically shared patterns and reflects on the AI's perceived self-awareness.

István András and Géza Balázs, in „Representation, Virtuality, and Cognition: Rethinking Language in the Digital Attention Economy,” explore the evolving relationship between language, cognition, and digital media. Their paper proposes dimensions through which digital communication alters linguistic practices, addressing semiotic innovation and cognitive adaptation.

Gavin F. Hurley's „Deglamorizing AI Writing: A Weaverian Return to Language, Reality, and Rhetoric” discusses the implications of AI writing for human composition and communication. This article considers how Generative AI technologies may affect human-to-reality and human-to-human relationships central to writing processes.

Miklós Hoffmann's „Large Language Models and associative fields in creative writing and literary interpretation” examines the capabilities and limitations of Large Language Models (LLMs) in interpreting and generating texts, particularly poetic and aphoristic forms. The paper investigates shortcomings in LLMs' grasp of associative fields and their implications for literary analysis and human-machine communication¹⁴.

Zsolt Antal's “The National Patterns Of Language Cultivation And Plain Language In Public Service” analyzes language cultivation practices in public service media and the plain communication of public institutions with citizens. This study addresses how digitalization has influenced linguistic normative systems and the adaptation of public service media to online platforms.

Géza Balázs, Otto Beke, and Zoltán Szűts, in “Contact language and ChatGPT,” present an online linguistic case study that assesses ChatGPT's ability to interpret Hungarian language use in Vojvodina, explicitly focusing on contact language features. This research explores the challenges of foreign lexical elements and country-specific administrative terminology for AI interpretation.

Geoff Vaughan and Rita Szűts-Novák, in “Distant Noises: Expert Voices,” investigate the perspectives of expert writers on the craft and purpose of writing. Their paper considers how the rapid digitization of communication may affect more profound, creative thought and human written expression.

Nóra Kepe's “The Therapeutic Nature of Social Media” examines how social media platforms contribute to a “therapeutic culture”. This study analyses how social media sites encourage user individualisation, self-reflection, and self-representation, influencing language and visual aesthetics.

Petra Bialkó-Marol and Réka Benczes, in “Shared Wounds, Shared Words: The Role of Metaphor in Building Online Group Narratives of Infertility,” explore metaphor use in online infertility forums. Their findings discuss how metaphors can influence personal disclosure and contribute to forming a group's illness identity.

László Balázs and Tímea H. Tomesz, in “Virtuality and Communication: Examining Reddit texts in terms of the transformation of digital communication

norms and linguistic behaviour patterns,” investigate changes in digital communication norms and linguistic behavior through the lens of Reddit. This study highlights how digital platforms shape politeness strategies, debate structures, and linguistic registers within online communities.

Finally, Dalma Lilla Dominek and Zoltán Szűts’s “The complex impact of AI-generated content on communication” explores the diverse implications of AI-generated content. This paper addresses risks such as homogenization, manipulation, the erosion of human interactions, and challenges to linguistic diversity and social equality.

This collection of papers collectively addresses the ongoing evolution of communication in the digital age, specifically focusing on the roles and implications of artificial intelligence. The volume aims to provide a broad overview of current research in these areas, identifying the transformations underway and the associated considerations for future study and practice.

Zoltán Szűts, Géza Balázs and Geoff Vaughan, editors of the special issue
Linguistics and Communication in the Mediated and Digital World.