

APHORISMS AND THEIR ROLE IN MODERN COMMUNICATION

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Annotation: *Aphorisms are short, concise statements that express general truths or principles. This study examines the role of aphorisms in modern communication, focusing on their linguistic and stylistic features. Using qualitative analysis of selected examples from literature and media, the research identifies key features such as brevity, figurative language, and structural balance. The findings show that aphorisms enhance clarity, memorability, and persuasive power in communication, making them effective tools in social, educational, and digital contexts.*

Key words: *Aphorism, modern communication, linguistic features, social media, persuasive communication, figurative language.*

Aphorisms have been used for centuries to convey universal truths in a compact form. In modern society, they are increasingly present in social media, advertising, and public speeches, serving as a powerful way to communicate complex ideas succinctly (Oxford Academic¹). Their effectiveness lies in the combination of brevity, clarity, and emotional impact.

The purpose of this study is to analyze how aphorisms function in modern communication and to identify the linguistic and stylistic features that contribute to their effectiveness. This research seeks to answer the question: How do aphorisms enhance modern communication across various contexts?

This study uses a qualitative descriptive approach. A corpus of five widely recognized aphorisms was selected from literature, media, and online sources (Literary Devices²; Cambridge Dictionary Online³). The selected examples include:

“Knowledge is power.”

“Time is money.”

“Less is more.”

“Actions speak louder than words.”

“The pen is mightier than the sword.”

Each aphorism was analyzed based on the following criteria:

Lexical features – simplicity and semantic impact

Syntactic structure – brevity and balance

Stylistic devices – metaphor, antithesis, and parallelism

This method allows an in-depth examination of how aphorisms influence modern communication.

The analysis revealed that all selected aphorisms share several key features:

Brevity: Each aphorism contains 3–6 words, which enhances memorability.

Figurative language: Most examples use metaphor or analogy, e.g., “The pen is mightier than the sword.”

Structural balance: Aphorisms often employ parallelism and contrast to increase rhetorical impact.

Additionally, in digital and social media contexts, aphorisms are used to convey messages quickly and persuasively, showing that their linguistic features remain effective across modern platforms.

These findings indicate that aphorisms are powerful tools in modern communication due to their conciseness, clarity, and persuasive power. They allow communicators to express complex ideas succinctly, capture attention,

and encourage reflection. The study supports previous research emphasizing the importance of brevity and figurative language in effective communication (Stanford Encyclopedia of Philosophy⁴; ResearchGate⁵).

One limitation of this study is the small sample size, which may not represent all aphorisms used in contemporary media. Future research could analyze larger corpora, including multilingual aphorisms, to explore cross-cultural effectiveness.

In conclusion, aphorisms enhance modern communication by combining brevity, figurative language, and structural balance. They are widely used in social media, literature, and public discourse to convey ideas effectively. The linguistic and stylistic features identified in this study demonstrate why aphorisms remain a relevant and influential form of communication in contemporary society.

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