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The 21st century media language reflects global, social, political, technological and communicative upheavals:

- 1) The post-socialist decade and transitionary thinking, stereotypes, images, metaphors;
- 2) A new division of the world after terrorist attacks on the USA – a new turn in the perception of the world, the very notion of novelty, of the new is challenged again; even the definition of the new world has not yet been coined;
- 3) New information and communication technologies and a new semiotic situation and new communicative circumstances embodied in cyber text, influencing and transforming the language culture;
- 4) These social, political and technological upheavals create a new semiotic, semantic and communicative dynamism, which in itself has been becoming a major milestone in the movement of language in a combination of destructive, deconstructive and restructuring aspects that constitute the modern trends of the art of speech, of the spoken and written word – above all reflected in the language of the media: television, press, radio and the Internet;
- 5) Three extremely important areas of this destabilised dynamism might be studied in
  - a) the new metaphoric reference system and new stereotypes and yet unsettled clichés;
  - b) the influx of borrowed words from different languages;
  - c) the new Internet setup of communication in cyberspace and cyber-text.

The language of the 21st century is in the making at a spacecraft speed.