Dynamics of spreading any language necessarily led to the changes of its lexical and grammatical forms, but if the process of changes in vocabulary occurs naturally (due to word-formation and borrowing), the grammatical changes are more noticeable for a native speaker and especially for those who use a language as a second one. A set of grammatical changes will cause "shifts" in all grammatical systems of language (Lindquist, Mair 2004), and as a result particular difficulties often arise in the modern media of English (especially in order to whom English is not native) in the process of reading art texts in lexical and sociolinguistic areas.

This process is one of the differential features of Modern English, especially British (BE) and American (AmE) variants as competitors that stand out against other variants of English (such as the Australian or Canadian ones) with multiplicity of media, geographical area due to extralinguistic factors of their spread. We are talking about the opposition between the classic, 'original', 'true' English (as claimed by some supporters of BE) in the status of one of the languages of international communication and as less conservative language with signs of language-cosmopolitan, that absorbed into itself the elements of other languages, which directly contacted, and in the role of the language of the powerful state in the world (AmE), respectively. Lack of substantial research in this area makes the relevance of proposed research.

English constantly changes in the process of development that affects not only the vocabulary, but also on the grammatical structure that is most resistant to change. One reason for this can be considered a dominant tendency toward democratization of English, for example, convergence of the written/literary speech with speech/spoken, intense interaction between BE and AmE, results in intervariant borrowing and so on.

As for systematic of the processes that testifies that in this case is not about the occasional or accidental usage of forms but the formation of new patterns in the language, linguists began to speak at the end of 60s of the 20th century, in particular Ch. Barber wrote about the changes in the functioning case forms of pronouns and degrees of comparison of adjectives (Barber 1964: 17-21), S. Porter emphasizes on tendency of the increasing use of zero article and on the expansion of the scope of Continuous tense form and change functions of some parts of speech (Дубенец 2003: 8).

In general, among the most characteristic of systematic patterns in the English language today should be called such, mainly concentrated around certain parts of speech (Putilina 2013).

In this context, a pronoun can rightfully be considered an eloquent example.

1) Expand the score of function demonstrative pronouns this and that. If they have traditionally performed their attribute role and usually translated in accordance with the implicit seme "known" close to the speaker (in terms of spatial location) (this) or distant, that to compare with the subject in relation to which appears this (that), now these pronouns begin to appear:
   • in atypical construction with demonstrative semantics, closer in meaning to the demonstrative particle, example: This here man; That there cat;
   • with attributive-affirmative value: That kind of telescope (Дубенец 2003: 9);
   • as an analogue of pronoun such: An investigation like that(cf. Such an investigation);
   • as the adverbial modifier of degree instead so, e.g., It is not that simple (cf. It is not so simple), or the adverbial modifier of comparison instead of the construction as ... as: It can’t be this cold tomorrow (cf. It can’t be as cold tomorrow as this);
• the special case is the use of this to input character of a storytelling, e.g.: There was this Scotsman, you see. And he wanted…;
2) changing stylistic designation of construction such \( a \) + \( N \) with pronoun such, for example, such a blunder: such a compound in Present-day English has become a literary character, because native speakers often use a construction \( \text{any} \) + such + \( N \), e.g., any such blunder;
3) change of use of interrogative pronoun case forms who: form of the objective case of this pronoun whom, etc. almost disappeared and only used after prepositions, usually with emphasis: To whom did you give it?;
4) tendency to use of personal pronouns, especially \( I \), in the vast majority of constructions in the objective case instead of the nominative case, because constructions with \( I \) have a literary character, and with \( me \)— stylistically neutral, example: Nobody but me (instead \( I \)); A person like me; It’s me;
5) a subsidence of a possessive pronoun before the noun which it relates: She shook head (instead of She shook her head); He took a book in hand (in place of He took a book in his hand) (Putilina 2016).

Thus, complex analysis of Present-day English is impossible without taking into account not only consistent intralinguistic but extralinguistic factors that influence of the speakers, and therefore, also on the language itself. The whole development of Present-day English (without regard to a particular variant of it) at this stage shows the active cooperation of all levels of language because the appearance of new lexical items consistently provokes the changes, at that systematic, at the grammatical (morphological) level, often having sociolinguistic motivation. These changes apply to all instances of verbal and semantic manifestations of a linguistic unit—from pronunciation to stylistic constraints and graphic design.

The perspective of this study is to analyze the processes that deepen the internal stratification of Present-day English vocabulary as a whole system and its individual variants in English (AM) (British, American, Australian, etc.), the latter more deeper trends in the breeding options for English as a relatively independent entities and strengthening of the modern sociolinguistic factors that determine the formation of vocabulary as well as language forms exist mainly in the English (literary/common, colloquial) taking into account the relationships between regional, social and situational parameters that lead to the selection of specific lexical items by carriers of English based on communicative situation.

References