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## MODERN RUSSIAN LANGUAGE IN THE INTERNET SPACE

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### ABSTRACT

the article is devoted to the study of neologisms in the Russian language used in the Internet space. The relevance is due to the fact that the study of Internet vocabulary of the modern Russian language is the most interesting and popular problem. The object of the study is the emergence of new lexical units in the Russian language. The subject of the study is the influence of the Internet on the Russian language. The work examines the factors influencing the formation of Internet neologisms and identifies a number of their lexical and semantic groups.

### KEYWORDS

Neologisms, transcription, transliteration, abbreviation, slang and jargon.

### INTRODUCTION

The modern Russian literary language is a strict system, i.e. an internally organized set of its units connected by stable relationships. Such units are sounds (phonemes), morphemes, words, word forms, phrases and sentences. The compound term "modern Russian literary language" does not make it difficult to understand the concept it expresses, since the words

included in the name accurately designate the object and its characteristics. The word "language" refers to a social phenomenon that serves as the most important means of communication between people. A language is defined by the word "modern" because it is currently spoken. It is called the Russian language, because its creator and bearer is the Russian people.

The definition of “literary” means that the norms of this language are exemplary and generally binding.

The Internet is an integral part of our modern life and has a huge impact on various areas of our existence. The Internet has become a global platform for communication, education and business, connecting people from all over the world. At the same time, it has also become an important platform for the use and development of the Russian language. The Russian language on the Internet exists in different forms and places, and its use is constantly evolving under the influence of new digital technologies. In the era of technology, in the realities of a fast pace of life and lack of time, speech is constantly changing and adapting. An important impetus for the modernization of the language was the emergence of the Internet, which seriously influenced people’s communication. In this regard, the number of neologisms began to increase exponentially.

Researchers divide neologisms into three groups: lexical, semantic, and occasional . The process of forming verbal Internet formations in a language is simple, but at the same time high-tech, since communication technologies themselves are the reasons for the emergence of new words.

With the advent of new Internet resources, neologisms appear. In their education, the entire arsenal of possibilities of the Russian language is used. As

observations show, neologisms appear in a language using internal methods of nomination (for example, compounding, abbreviation), or external (borrowing).

At the origins of the creation and development of the World Wide Web were programmers who used the English language and, accordingly, English terms as a universal means of communication. People who found themselves in a different language environment, but had access to the network, were faced with the problem of the absence of the Russian language on their computers or the misunderstanding of the Russian language by email programs. To adapt terms, in some cases transliteration was used, and is still used today - the letter-by-letter transmission of a word or text written using one alphabetic system by means of another alphabetic system . The use of transcription in translation is to convey in Russian letters not the orthographic form, but the sound of the English word.

Many words that were professional at the dawn of the Internet have now become commonly used, while retaining their foreign origin. Transcription examples:

- 1) Chat - чат. Translated from English it means “to chat,” (болтать) “to wag your tongue” (трепать языком). It is distinguished by the frivolity of the conversation, and also by the fact that you can “chat” only on the Internet, not in real life .
- 2) Provider - провайдер. Translated from English - “supplier”. This is the name given to those companies

that provide access to the Internet, i.e. “provide” the user with this service.

### **Transliteration examples:**

1) Web - веб. Translated it means “network”. People use this term as part of complex words (webmaster, website or web designer, web magazine, web services) when the concept being defined has something to do with the Internet.

2) Content - контент. Translated from English it means “content, filling”.

3) Coaching – коучинг. From English - the process of training, teaching someone something

4) Like - лайк (лайкнуть). From English - like, put a sign that you liked and many others.

People devote a significant part of their leisure time to chatting and instant messaging, and the time-saving factor in such communication plays a big role. In modern language, abbreviation is often used as a means of artistic expression and language play. An abbreviation is a noun consisting of truncated words of the original phrase or truncated parts of the original compound word. The last component of the abbreviation can also be a whole (not truncated) word. The following abbreviations are quite common in the spoken language of the Internet:

AKA - (also known as) “также известен как”, “он же”

FAQ - (frequently asked questions) “часто задаваемые вопросы” (подразумевается список «вопрос-ответ»)

LOL - (laughing out loud) “громко смеюсь”

OMG - (oh, my god) “о, Господи” - expresses surprise.

IMHO - “по моему скромному мнению” (which, however, cannot be disputed). Abbreviation for “in my humble opinion” (IMHO).

Since the advent of computer technology and the Internet, new words have appeared in computer slang, began to be actively used, and after a short time they became passive, since the development of technology constantly supplies the language with new concepts, pushing the old ones to the periphery of the language. In works devoted to the sign system of the Internet, there are such designations as the language of the Internet, sociolect, Internet slang, language subsystem, and the language of Internet discourse. Concepts such as slang and jargon are also widely used. These terms are not strictly synonymous, but at this stage of philologists’ understanding of the peculiarities of the functioning of language on the network, they are used mainly in the analysis of the same phenomena.

The language of the Internet, like any other social sphere, be it a professional community or a subculture, has its own jargon. According to S. I. Ozhegov’s

dictionary, “jargon is the speech of any social or other group united by common interests, containing many words and expressions different from the common language, including artificial, sometimes conventional”.

Among the network jargon in Russian, the following words can be distinguished:

Селфи - from English. selfie, derived from self, “сам - himself”, “себя - oneself”. This is a self-portrait taken using a smartphone.

Фейк - from English - fake - something erroneous, unreal, counterfeit.

Свайпать - from English. swipe up, «проведите вверх». This word is common on the social network Instagram and means following a link in the Stories function, or “Рассказы” in Russian localization.

Хейтер - from English. hater, “ненавистник - hater.” Haters are those who openly express their hatred and dislike for someone or something. Most often, considering their opinion to be the only correct one, they behave aggressively towards the authors of works they do not like. This neologism is a calque, that is, a literal copy of the original English word.

Троллить - from English. trolling is a slang word that means “using sarcastic, ironic or caustic remarks to irritate a person on the Internet” and “publish deliberately provocative messages on websites or

social networks in order to cause an explosion of negative emotions among readers.”

Мем - from English. meme, “a picture, phrase or video that circulates among people and is always used by them in certain situations.” This neologism, again, is a copy of the English slang word “meme”.

The phenomenon of new vocabulary formation in the Internet language cannot be assessed unambiguously. The modern Russian language in its implementation in virtual communication is unthinkable without the emotional component and speed of speech transmission. At the same time, the user must remember the norms of the literary Russian language and not forget about when, with whom and in what circumstances it is permissible to use such newspeak.

## CONCLUSION

In conclusion, it can be noted that most young people in their speech use online jargon - Anglicisms, abbreviations and abbreviations, although many of these words can be replaced with Russian equivalents. Most often, this only requires translating words from English into Russian, for example, not “пруф”, but «доказательство - proof»; not “фолловер”, but «подписчик - follower» and so on.

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