



ENGLISH-DERIVED LEXICAL INFLUENCE IN CONTEMPORARY RUSSIAN: DYNAMICS OF LANGUAGE CHANGE AND CULTURAL RECONFIGURATION

Hannah Jeong

Tashkent International School
Uzbekistan

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Abstract: this paper investigates the growing influence of English-derived lexical items on contemporary Russian, with particular emphasis on their role in ongoing processes of linguistic transformation and cultural reconfiguration. Drawing on linguistic, comparative, and sociolinguistic methodologies, the study examines the integration and functional distribution of Anglicisms across diverse communicative domains, including media discourse, digital environments, and everyday interaction. The findings indicate that the increasing incorporation of English-based elements reflects broader globalizing tendencies and technological advancements, while simultaneously generating tensions between linguistic innovation and the preservation of cultural and linguistic integrity.

Keywords: anglicisms, lexical borrowing, language contact, Russian language, globalization, cultural identity, linguistic change, sociolinguistics, lexical innovation; discourse practices.

In an era characterized by intensified globalization and unprecedented expansion of transnational communication, linguistic systems are subject to continuous and multifaceted interaction. One of the most salient manifestations of such interaction is the increasing prevalence of English-derived lexical units commonly referred to as Anglicisms within non-English languages. In the case of Russian, this тенденция has become particularly pronounced over the past decades, reflecting both external sociocultural pressures and internal dynamics of language development.

The dominance of English as a global lingua franca in domains such as science, technology, business, and popular culture has significantly facilitated the diffusion of its lexical resources into other languages. Consequently, Russian has experienced a substantial influx of English-origin terms, many of which are actively employed in media communication, professional discourse, advertising, and digital interaction. Rather than representing a purely superficial trend, this phenomenon constitutes an integral aspect of contemporary language change.

From a theoretical standpoint, lexical borrowing is widely recognized as a natural and historically recurrent mechanism of linguistic evolution. The Russian language, throughout its development, has consistently engaged in contact-induced change, incorporating elements from various linguistic sources. Within linguistic scholarship, Anglicisms are typically defined as lexical items either directly borrowed from English or formed under its structural and semantic influence. These borrowings may assume multiple forms, including direct loans, calques, hybrid formations, and semantic extensions.

Direct borrowings generally preserve their phonological and morphological features with minimal adaptation, such as marketing, brand, and startup. In contrast, calques involve the structural replication of foreign expressions through literal translation, thereby integrating

external conceptual frameworks into the native language. Hybrid formations and semantic borrowings further demonstrate the complexity of contact-induced lexical innovation.

The proliferation of Anglicisms in Russian can be attributed to a constellation of interrelated factors. Foremost among these are the rapid advancement of digital technologies, the globalization of economic structures, and the intensification of intercultural exchange. Notably, many innovations in fields such as information technology and entrepreneurship originate within English-speaking contexts, subsequently entering global circulation alongside their terminological designations.

Equally significant is the role of mass culture and digital media in accelerating the diffusion of English-derived vocabulary. Cultural products, including music, film, and online content, function as vectors of linguistic influence, embedding Anglicisms into everyday communicative practices. Sociolinguistic evidence suggests that younger speakers exhibit a heightened propensity for adopting such lexical items, often utilizing them as markers of social identity, modernity, and group affiliation.

The impact of Anglicisms on the lexical system of Russian is both constructive and contentious. On the one hand, the incorporation of borrowed elements facilitates lexical expansion and enhances the language's capacity to encode novel concepts and socio-cultural realities. On the other hand, the pervasive use of English-derived terms may contribute to the gradual displacement of established native equivalents, thereby altering the balance within the lexical system.

Moreover, the process of linguistic integration extends beyond mere borrowing, encompassing morphological and grammatical adaptation. English lexical stems are frequently assimilated into Russian word-formation patterns, giving rise to new derivatives that conform to native grammatical norms. This phenomenon underscores the adaptive flexibility of the Russian language and its ability to internalize external influences while maintaining structural coherence.

Given the inextricable link between language and culture, the growing prevalence of Anglicisms inevitably raises questions about cultural identity and language preservation. While some scholars express a commonality of national linguistic traditions, others interpret borrowings as an inevitable and productive result of intercultural interaction. From this perspective, Anglicisms can be viewed not as a threat, but as a reflection of the changing communicative needs of a globalized society.

The analysis presented in this study demonstrates that English-derived lexical elements constitute a significant and dynamic component of contemporary Russian. Their expansion is closely linked to global sociocultural processes, technological innovation, and the intensification of international communication. While Anglicisms undeniably contribute to lexical enrichment and communicative efficiency, their widespread use also prompts critical reflection on issues of linguistic sustainability and cultural continuity.

Accordingly, the challenge facing modern language communities lies not in resisting lexical borrowing per se, but in achieving a balanced integration that accommodates innovation without compromising the integrity of the linguistic and cultural system.

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