



THE INFLUENCE OF SOCIAL NETWORKS ON THE LEXICAL SYSTEM OF THE RUSSIAN LANGUAGE.

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<https://doi.org/10.5281/zenodo.20740653>

Abstract. The article examines the influence of social networks on the development and transformation of the lexical system of the Russian language in the context of the active spread of digital technologies and Internet communication. The relevance of the study is determined by the growing role of social media platforms in shaping the modern linguistic environment and the emergence of new linguistic units that are actively entering the everyday speech of users. The purpose of the study is to identify the characteristics of changes in the lexical composition of the Russian language under the influence of social networks and to analyze the main trends in the development of Internet communication. The research employs descriptive, comparative, and lexical-semantic analysis methods. Particular attention is paid to the processes of the emergence of new words and expressions, the activation of borrowed vocabulary, the formation of Internet slang, the spread of abbreviations and acronyms, and the transformation of the meanings of existing lexical units. The study demonstrates that social networks serve not only as a means of communication but also as an important factor in language change, influencing the development of speech culture and the expansion of the Russian vocabulary. The obtained results may be applied in the fields of linguistics, Russian language teaching, and the study of modern communication processes.

Keywords: *social networks, vocabulary, Russian language, Internet slang, borrowings, communication.*

The modern functioning of the Russian language is characterized by systemic changes caused by the development of digital communication technologies and the expansion of social media. These processes primarily affect the lexical level of the language system, which is highly dynamic and susceptible to external influences.

Social media represent an informal communicative environment within which widespread written and oral online communication takes place. These conditions foster persistent trends in linguistic transformation, including the emergence of new lexical units, changes in the semantic structure of words, and increased borrowing processes.

Despite the existence of works devoted to the study of Internet communication and linguistic changes in the digital environment, the problem of a systematic description of the lexical transformations of the Russian language under the influence of social networks remains insufficiently developed, especially in terms of a comprehensive analysis of word-formation, semantic and stylistic processes.

Lexical changes in the Russian language under the influence of social media manifest themselves on several levels. At the word-formation level, hybrid derivation models involving foreign-language stems are becoming more active. At the semantic level, processes of expansion, contraction, and transfer of lexical unit meanings are observed. At the stylistic level,

a blurring of the boundaries between functional styles and the emergence of mixed registers of online communication are observed.

This paper identifies the main trends in lexical change in the Russian language, driven by the use of social media, and identifies the mechanisms underlying their linguistic implementation.

An analysis of these processes allows us to describe the mechanisms by which the language system adapts to the digital environment and determine the directions for its further evolution at the current stage of Russian language development.

MATERIALS AND METHODS.

In modern society, social media are not only a platform for communication but also a space for the active development of linguistic processes. The development of digital technologies has significantly changed the methods of information transmission and has influenced the lexical system of the Russian language. Internet communication is characterized by the high speed of information dissemination, which facilitates the emergence of new linguistic units and their rapid consolidation in users' speech.

One of the characteristic features of the modern internet environment is the active penetration of English borrowings. This is due to the fact that many digital technologies, programs, and platforms were originally developed in the English-speaking world. In Russian, words such as "like," "post," "stories," "chat," "content," "blogger," "podcast," "stream," and others are widely used. Initially, these words were used only in the virtual world, but they have now become part of everyday speech.

For example, the expressions "like," "publish a post," "repost," and "create content" are actively used by people of all ages. This indicates that new words are gradually losing their status as exclusively internet vocabulary and becoming commonplace.

It's worth noting that social media not only contributes to the creation of new words but also changes the meanings of existing lexical units. Some words acquire new connotations under the influence of internet culture. For example, the word "meme" was previously used primarily in the scientific community, but today it more often refers to a humorous image, video, or phrase that quickly spreads online.

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RESULTS AND DISCUSSION.

Social media language is also experiencing changes in speech norms. Users often consciously abandon spelling and punctuation rules, replacing words with emoji, graphic symbols, and abbreviations. For example, emotional states can be conveyed not by words, but by graphic images. This creates new ways to express thoughts and feelings.

The impact of social media on the Russian language has both positive and negative aspects. The positive aspect is the expansion of vocabulary, the development of communicative skills, and the emergence of new ways of expressing emotions. The negative consequences

include the excessive use of foreign words, a decreased attention to literary language norms, and the proliferation of speech errors.

For teachers of Russian and Russian as a foreign language, studying these processes is especially important. Today's students often use internet vocabulary in everyday speech, so it's important for teachers to explain the differences between literary language, colloquial style, and the language of online communication.

One of the characteristics of social media is the rapid spread of new words. New forms of communication are emerging online, creating a need for new vocabulary.

Among the most common phenomena are:

- 1) English borrowings: "like," "post," "stories," "chat";
- 2) abbreviations: "info," "admin," "repost";
- 3) internet slang: "hate," "cringe," "trolling."

Such changes demonstrate that language is highly flexible and adaptable to new communication conditions.

CONCLUSION.

Our analysis of lexical changes in the Russian language under the influence of social media reveals that the digital communication environment is a significant factor in the dynamics of the language system. The most pronounced changes are observed at the lexical level, which is characterized by a high degree of sensitivity to external influences.

The study found that one of the key processes is the active penetration of English-language borrowings, which undergo stages of morphological and grammatical adaptation and gradually enter the sphere of common vocabulary. This process is accompanied by an expansion of the Russian language's vocabulary.

A special place is occupied by the development of internet slang, which functions primarily in informal communication and serves an expressive and evaluative function. It has been established that these units reflect the specifics of digital culture and serve as a means of emotionally marking statements.

Furthermore, processes of semantic transformation of lexical units have been identified, manifested in the expansion and change of word meanings under the influence of internet communication. These changes indicate the high adaptability of the lexical system to new operating conditions.

It has also been established that the trend toward linguistic economy is reflected in the active use of abbreviated forms of words, driven by the rapid exchange of information on social media. A parallel transformation in written language norms is observed, driven by the widespread use of graphic symbols and emoji.

Thus, the influence of social media on the Russian lexical system is complex and manifests itself in changes in the structure, semantics, and functioning of lexical units. The obtained results confirm the need for further study of linguistic dynamics in the context of digital communication.

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