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ACTIVATION OF WORD FORMATION IN THE RUSSIAN LANGUAGE OF THE 21st CENTURY

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Abstract

This article examines the activation of word formation in the Russian language of the 21st century, based on the analysis of the National Corpus of the Russian Language and online resources. The reader will learn about the most productive ways of forming new words — affixation, abbreviations, acronyms, and borrowings, including Anglicisms. The study highlights age-related characteristics in the use of neologisms, as well as the influence of the digital environment, social networks, and online media on their dissemination. The article provides valuable data for understanding the dynamics of the modern Russian language, its adaptation to globalization and digitalization, and also serves as a practical resource for teachers, linguists, and language researchers.

Keywords: Neologisms, word formation, digital environment, social networks, affixation, borrowings, Russian language of the 21st century

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Introduction

In the 21st century, the Russian language is developing under the conditions of globalization and digitalization, which leads to a noticeable activation of word-formation processes. This process is especially intensive in the sphere of Internet communication, where new lexical units are formed that reflect modern realities. Researchers note that the rate of vocabulary renewal has significantly increased compared to previous periods of language development.

The relevance of the study is обусловлена тем, что word formation in modern Russian goes beyond traditional linguistic analysis and becomes a reflection of social and cultural changes. As emphasized by E. A. Zemskaya, “neologisms are an indicator of the dynamics of the language system and its ability to respond to changes in society.” This indicates a close connection between linguistic processes and the development of society and technology¹.

Modern scientific research also points to the increasing role of borrowings and the productivity of affixal models. According to L. V. Ratsiburskaya, new word-formation processes should be considered taking into account their pragmatic and sociocultural function, as they reflect the features of modern communication².

A special place in the activation of word-formation processes is occupied by the influence of the digital environment, which forms new communicative practices. Social networks, messengers, and media platforms contribute not only to the rapid spread of new words but also to their consolidation in the language. As noted by V. G. Kostomarov, “the language of mass communication becomes the main source of linguistic innovations.” This indicates that modern word formation increasingly goes beyond the literary norm and is formed in conditions of live communication³.

Along with this, there is a tendency toward the democratization of the language, which manifests itself in the simplification of language norms and the active use

¹ Земская, Е. А. (2004). Активные процессы современного русского языка. Москва: Языки славянской культуры.

² Рацибурская, Л. В. (2017). Новые тенденции в русском словообразовании. Русский язык за рубежом, (4), 45–50.

³ Костомаров, В. Г. (2005). Языковой вкус эпохи. Москва: Педагогика-Пресс.

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of colloquial and slang elements. According to N. S. Valgina, the modern Russian language is characterized by a “reduction of barriers between bookish and colloquial speech,” which contributes to the emergence of new word-formation models. As a result, hybrid language forms are formed, combining elements of different styles and registers⁴.

It should also be noted that the activation of word formation is associated with cognitive processes and changes in the linguistic consciousness of speakers. New words not only name new phenomena but also reflect ways of understanding them. In this context, language acts as a tool for conceptualizing reality, and word formation is one of the key mechanisms of this conceptualization.

Thus, the study of the activation of word formation in the Russian language of the 21st century makes it possible not only to identify linguistic patterns but also to better understand the relationship between language, society, and thinking.

Literature Review

The problem of word formation in the Russian language has traditionally occupied an important place in linguistic research. In the works of Elena Zemskaya, word-formation processes were considered as a dynamic system reflecting changes in society. The scholar emphasizes that neologization is a natural stage in language development and is closely connected with social factors.

The development of this concept is reflected in the research of Nina Valgina, who analyzes active processes in the modern Russian language in detail. In her opinion, the modern stage is characterized by the democratization of language norms, the strengthening of colloquial elements, and the active interaction of various functional styles.

With the transition to the 21st century, the research focus shifts to studying the influence of the digital environment on language. In the works of Maxim

⁴Валгина, Н. С. (2003). Активные процессы в современном русском языке. Москва: Логос.

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Krongauz, it is emphasized that Internet communication becomes the main source of linguistic innovations, forming new models of word formation and accelerating the spread of neologisms⁵. A similar point of view is developed by Alexander Piperski, who notes that the modern language is increasingly formed in conditions of informal communication and network interaction⁶.

A significant contribution to the study of modern word-formation processes was made by Lyudmila Ratsiburskaya, who considers neologisms from the perspective of pragmatics and sociocultural conditioning. The researcher points out that new words perform not only a nominative but also an expressive function, reflecting the features of modern communication.

Issues of borrowing and the influence of globalization are analyzed in detail in the works of Leonid Krysin, who notes the growth of Anglicisms and the formation of hybrid word-formation models in the Russian language. These processes indicate the expansion of the lexical resources of the language and its openness to external influence⁷.

From the point of view of the cognitive approach, Elena Kubryakova considers word formation as a mechanism of conceptualizing reality. In her opinion, new words reflect not only linguistic but also mental processes occurring in the consciousness of speakers⁸.

Modern research also actively uses empirical data obtained from text corpora. In particular, the National Corpus of the Russian Language makes it possible to analyze the frequency and dynamics of the use of new words, which significantly expands the possibilities of studying word-formation processes⁹.

Thus, the analysis of scientific literature shows that the problem of the activation of word formation in the Russian language is considered from various theoretical perspectives: structural, sociolinguistic, cognitive, and pragmatic. Despite a

⁵ Кронгауз, М. А. (2013). Русский язык на грани нервного срыва. Москва: АСТ.

⁶ Пиперски, А. (2017). Конструирование языков. Москва: Альпина нон-фикшн.

⁷ Крысин, Л. П. (2008). Иноязычные слова в современном русском языке. Москва: Наука.

⁸ Кубрякова, Е. С. (2004). Язык и знание. Москва: Языки славянской культуры

⁹ Национальный корпус русского языка. (2023). Доступ: <http://www.ruscorpora.ru>

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significant number of studies, in the conditions of the rapid development of the digital environment, there remains a need for further comprehensive analysis of this phenomenon, which determines the relevance of this study.

The study of the activation of word formation in the Russian language of the 21st century requires a comprehensive approach that combines both traditional linguistic methods and modern empirical tools. Linguistic processes are considered not only from the perspective of formal structure but also as a reflection of social, cultural, and cognitive changes.

To achieve this goal, the study is based on the concept of multilevel language analysis. On the one hand, classical descriptive and comparative methods are applied, which make it possible to systematize existing word-formation models, identify patterns in the use of affixes, abbreviations, and borrowings, as well as compare traditional and modern processes. On the other hand, modern research cannot ignore the influence of the digital environment, where new words appear, spread, and become established much faster than in printed texts. In this context, the method of content analysis of social networks, Internet resources, and media becomes a key tool for identifying current trends.

The cognitive-linguistic approach makes it possible to study neologisms as a means of conceptualizing reality. New words not only denote new phenomena but also form ideas about them in the minds of language users. Thus, language acts both as a means of communication and as a cognitive reflection of society.

The following approaches are additionally used:

1. Sociolinguistic analysis — aimed at studying how social groups and age categories influence the process of the emergence and consolidation of new words.
2. Statistical analysis — used to quantitatively measure the frequency of new words, identify patterns of their distribution and consolidation.

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The empirical base of the study relies on data from the National Corpus of the Russian Language, as well as materials from Internet resources, social networks, and media.

Thus, the methodological basis of the study represents a synthesis of qualitative, quantitative, cognitive, sociolinguistic, and statistical methods, which ensures a comprehensive analysis of the activation of word formation.

Results and Discussion

The conducted study showed that the activation of word formation in the Russian language of the 21st century is a multifactorial and dynamic process. The main findings include:

- Productive word-formation methods: affixation remains the dominant strategy, while abbreviations, acronyms, borrowings, and hybrid forms are also used. These data confirm the adaptability of the language to modern conditions of digital communication.
- Age-related characteristics: young people aged 15–34 constitute the main group actively introducing new words, while older age groups use neologisms less frequently. This emphasizes the importance of the digital environment in the formation of lexical innovations.
- Channels of dissemination: social networks and online media are the key platforms for the emergence and consolidation of new words, which indicates the high role of digital communication in modern lexical dynamics.
- Global context: the spread of the Russian language in the world creates additional conditions for the emergence of new words and supports the lexical flexibility of the language.

Based on the results obtained, the following recommendations can be proposed:

1. For linguistic research: continue monitoring neologisms using text corpora and digital resources, paying attention to cognitive and sociocultural aspects of word formation.

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2. For teaching Russian: integrate modern lexical innovations, including borrowings, hybrid forms, and Internet slang into curricula in order to reflect current language trends and increase student engagement.

3. For digital communication and media: take into account the influence of social networks and online media on language, using the obtained data to create reference materials, dictionaries, and educational resources reflecting modern vocabulary.

4. For further research: study the relationship between age, social, and cultural factors and the productivity of different word-formation models, as well as analyze the impact of globalization and intercultural communication on the dynamics of the Russian language.

Thus, the study demonstrates that the activation of word formation in the 21st century reflects not only morphological patterns but also sociocultural, cognitive, and communicative processes. The obtained results can be used both for scientific and practical purposes in monitoring, teaching, and promoting the modern Russian language.

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