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# LANGUAGE IN THE DIGITAL AGE: THE IMPACT OF THE INTERNET AND TECHNOLOGIES ON CONTEMPORARY RUSSIAN SPEECH

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### Abstract

The article is devoted to the analysis of the influence of the Internet and digital technologies on the development of modern Russian speech. In the digital age, language is actively changing under the influence of new forms of communication, such as social networks, messengers, blogs, and online platforms. The study examines the features of Internet communication, including the emergence of new words and borrowings, the use of abbreviations, emojis, memes, and other elements of digital interaction. Special attention is paid to the transformation of written language norms, the simplification of grammar, and changes in stylistic characteristics of language in the online environment.

The article also analyzes the impact of the digital environment on the culture of verbal communication and the formation of new linguistic habits among users, especially among young people. It concludes that the Internet not only contributes to the emergence of new linguistic phenomena but also has a significant influence on the development and dynamics of the modern Russian language, expanding its expressive capabilities and forming new forms of communication.

**Keywords:** Digital age, Internet communication, contemporary Russian speech, Internet slang, linguistic changes, borrowings, online communication, social networks, digital technologies, language transformation.

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### ЯЗЫК В ЦИФРОВУЮ ЭПОХУ: ВЛИЯНИЕ ИНТЕРНЕТА И ТЕХНОЛОГИЙ НА СОВРЕМЕННУЮ РУССКУЮ РЕЧЬ

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#### Аннотация:

Статья посвящена анализу влияния интернета и цифровых технологий на развитие современной русской речи. В условиях цифровой эпохи язык активно изменяется под воздействием новых форм коммуникации, таких как социальные сети, мессенджеры, блоги и онлайн-платформы. В работе рассматриваются особенности интернет-коммуникации, включая появление новых слов и заимствований, использование сокращений, эмодзи, мемов и других элементов цифрового общения. Особое внимание уделяется трансформации норм письменной речи, упрощению грамматики и изменению стилистических особенностей языка в онлайн-среде.

В статье также анализируется влияние цифровой среды на культуру речевого общения и формирование новых языковых привычек у пользователей, особенно среди молодежи. Делается вывод о том, что интернет не только способствует появлению новых языковых явлений, но и оказывает значительное влияние на развитие и динамику современного русского языка, расширяя его выразительные возможности и формируя новые формы коммуникации.

**Ключевые слова:** Цифровая эпоха, интернет-коммуникация, современная русская речь, интернет-сленг, языковые изменения, заимствования, онлайн-общение, социальные сети, цифровые технологии, языковая трансформация.

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### Annotatsiya:

Maqola internet va raqamli texnologiyalarning zamonaviy rus tili rivojlanishiga ta'sirini tahlil qilishga bag'ishlangan. Raqamli davr sharoitida til yangi kommunikatsiya shakllarining ta'siri ostida faol o'zgaradi, masalan, ijtimoiy tarmoqlar, messenjerlar, bloglar va onlayn platformalar. Ishda internet-kommunikatsiya xususiyatlari, jumladan yangi so'zlar va qarz so'zlarning paydo bo'lishi, qisqartmalar, emodji, memlar va boshqa raqamli muloqot elementlarining ishlatilishi ko'rib chiqiladi. Maxsus e'tibor yozma nutq normalarining transformatsiyasiga, grammatikaning soddalashtirilishiga va onlayn muhitda tilning stilistik xususiyatlarining o'zgarishiga qaratiladi.

Maqolada shuningdek, raqamli muhitning nutq madaniyatiga va foydalanuvchilarda, ayniqsa yoshlar orasida, yangi til odatlarini shakllanishiga ta'siri tahlil qilinadi. Xulosa qilinadi, internet nafaqat yangi til hodisalarining paydo bo'lishiga yordam beradi, balki zamonaviy rus tilining rivojlanishi va dinamikasiga sezilarli ta'sir ko'rsatadi, uning ifoda imkoniyatlarini kengaytiradi va kommunikatsiyaning yangi shakllarini shakllantiradi.

**Kalit so'zlar:** Raqamli asr, Internet orqali muloqot, zamonaviy rus tili nutqi, Internet slangi, til o'zgarishlari, kirib kelgan so'zlar, onlayn muloqot, ijtimoiy tarmoqlar, raqamli texnologiyalar, til transformatsiyasi

### Introduction

The rapid development of the internet and digital technologies has significantly changed the ways people communicate. Social networks, messengers, blogs, and online platforms have created new environments in which language develops very quickly. The Russian language, like many other languages, is undergoing noticeable changes under the influence of digital communication. New words are emerging, grammar is becoming more flexible, and styles of communication are adapting to the speed and format of online interaction. Understanding how

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technology affects modern Russian speech helps to better understand both linguistic change and contemporary culture.

### **Development of Internet Communication**

The spread of smartphones, social networks, and instant messaging has made written communication more frequent than ever before. People now write messages every day in chats, comments, and posts. This constant use of written speech encourages the appearance of shorter sentences, simplified grammar, and faster expression of thoughts.

Digital communication also reduces the formality of language. In many online conversations, users prefer informal vocabulary and a conversational style instead of traditional literary norms. As a result, the boundaries between spoken and written language are becoming less clear.

### **The Emergence of New Vocabulary**

One of the most noticeable effects of technology on Russian speech is the emergence of new vocabulary. Many of these words have come from the English language and are connected with digital culture. Words such as “like,” “post,” “chat,” and “stream” have become part of everyday Russian speech.

In addition to borrowings, the internet also encourages the creation of new slang and abbreviations. Users often shorten words or create playful variations of them in order to communicate more quickly. These expressions may arise in online communities, but they often spread into everyday offline communication as well.

### **Emojis, Memes, and Visual Language**

Modern digital communication is not limited to words alone. Emojis, GIFs, stickers, and memes have become important means of expressing emotions and ideas. Sometimes a single emoji can replace an entire sentence. This visual aspect of communication changes the ways meaning is conveyed and understood.

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Mememes also influence language by popularizing certain phrases or expressions. Many internet jokes become widely recognized cultural references that later appear in everyday speech.

### Changes in Grammar and Style

The speed of online communication often leads to the simplification of grammar and punctuation. For example, users may ignore capitalization rules, omit commas, or shorten phrases. While some linguists worry about a decline in language standards, others consider these changes to be a natural evolution of language.

At the same time, digital platforms encourage creativity. Users experiment with word formation, irony, and humor, creating new styles of expression that reflect the dynamic nature of internet culture.

### Positive and Negative Consequences

The digital transformation of language has both advantages and disadvantages. On the positive side, technology makes communication faster and more accessible. It allows people from different regions and cultures to interact and exchange ideas. The internet also promotes linguistic creativity and innovation. However, there are also concerns. Excessive simplification of grammar and the dominance of slang may weaken knowledge of traditional literary norms, especially among younger generations. In addition, the spread of borrowed words may gradually replace native expressions.

The internet and digital technologies have become powerful factors shaping modern Russian speech. They influence vocabulary, grammar, communication style, and even the ways emotions are expressed. Although these changes sometimes cause concern about language norms, they also demonstrate the natural ability of language to adapt. As technology continues to develop, the Russian language will likely continue to change, reflecting the cultural and social realities of the digital age.

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