

Eureka Journal of Humanities and Social Research (EJHSR)

ISSN 2760-4934 (Online) Volume 2, Issue 6, June 2026



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NEOLOGIZATION PROCESSES IN MASS MEDIA: LINGUISTIC AND EXTRALINGUISTIC FACTORS IN THE RUSSIAN LANGUAGE

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Abstract

The article examines the processes of neologization in contemporary Russian mass media discourse and identifies the main linguistic and extralinguistic factors influencing the emergence, dissemination and codification of new lexical units. The study is based on the principles of media linguistics, neology and discourse analysis. Special attention is paid to the role of globalization, digitalization, socio-political transformations and technological progress in the formation of the modern Russian lexical system. The analysis demonstrates that mass media not only reflects lexical innovations but also functions as the principal mechanism of their dissemination and institutionalization in public communication.

Keywords: Neologism, neologization, media discourse, mass media, lexical innovation, Russian language, media linguistics, borrowing, globalization.

Introduction

The rapid development of information technologies and digital communication has significantly transformed the lexical system of the Russian language. The contemporary media environment has become the primary platform for the emergence and dissemination of lexical innovations, which are often incorporated into everyday communication before being codified in dictionaries. The

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increasing intensity of global communication processes contributes to the penetration of foreign lexical units, semantic shifts and the creation of new word-formation models.

Neologization represents one of the most dynamic processes in the development of the lexical system. In the twenty-first century, the Russian language demonstrates an unprecedented speed of lexical renewal, largely conditioned by the influence of electronic media, social networks and digital journalism. Contemporary media discourse not only reflects linguistic changes but actively shapes them by introducing new conceptual categories and communicative practices.

Theoretical Framework of Neologization

In modern linguistics, a neologism is generally defined as a lexical unit perceived by speakers as new due to its recent appearance, semantic novelty or limited degree of lexicalization. Researchers distinguish between lexical neologisms, semantic neologisms and occasional formations.

Lexical neologisms arise through borrowing or word formation, while semantic neologisms emerge when an existing word acquires a new meaning. Occasionalisms, in contrast, are context-dependent formations often created for expressive or stylistic purposes.

The development of neology as an independent field of linguistic inquiry is closely connected with the works of Russian scholars who investigated lexical innovation in the context of social transformation. Contemporary approaches increasingly emphasize the interaction between linguistic mechanisms and external socio-cultural factors.

Linguistic Factors of Neologization

Borrowing remains one of the most productive mechanisms of lexical enrichment in contemporary Russian media discourse. English serves as the principal donor

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language due to its dominance in technology, economics, popular culture and digital communication.

Examples include: блогер, стриминг, фейк, инфлюенсер, подкаст, кэшбэк; Many borrowings undergo phonetic, grammatical and derivational adaptation, becoming fully integrated into the Russian language system. The emergence of derivative forms such as лайкать, гуглить, репостнуть and забанить illustrates the productivity of Russian word-formation mechanisms applied to foreign lexical bases. Studies of Russian social media corpora demonstrate that English borrowings dominate among recent neologisms, particularly in the domains of internet communication and marketing.

Russian mass media actively employ traditional derivational mechanisms including suffixation, prefixation, compounding and blending.

Examples include:

антифейк, импортозамещение, цифровизация, самоизоляция;

Semantic Derivation

Existing lexical units frequently acquire new meanings under the influence of changing social realities. Words such as волна, повестка, токсичность and ресурсность have developed meanings that differ considerably from their traditional semantic interpretations.

The semantic transformation of professional terminology in popular media discourse demonstrates the flexibility of contemporary lexical systems and the influence of public communication on semantic evolution.

Extralinguistic Factors of Neologization

Globalization intensifies intercultural communication and promotes linguistic convergence. International political, economic and technological integration facilitates the transfer of lexical innovations between languages. The digital

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revolution has generated entirely new conceptual domains requiring lexical nomination. Terms related to artificial intelligence, information technologies and social networking rapidly become part of common vocabulary.

Digital media accelerate the diffusion of innovations by providing instantaneous access to information and creating favorable conditions for lexical experimentation.

Socio-Political Transformations

Political events and social crises represent powerful catalysts for lexical innovation. Significant historical events often produce large groups of politically marked neologisms. Media discourse actively participates in the construction of political narratives through lexical choice and terminological innovation. Euphemistic substitutions and ideological terminology can influence public perception and social attitudes.

Social media platforms have transformed the traditional mechanisms of lexical diffusion. Unlike previous historical periods, lexical innovations now spread horizontally through user-generated content rather than vertically through institutional media structures. The speed of dissemination often determines the success of lexical institutionalization. Research on Russian-language social media demonstrates that online communication constitutes one of the principal environments for the emergence and stabilization of neologisms.

Mass Media as an Agent of Lexical Codification

Modern mass media perform several important functions in neologization processes:

1. introduction of lexical innovations;
2. dissemination of new lexical units;
3. normalization of usage patterns;
4. institutionalization of vocabulary items.

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Media discourse creates favorable conditions for repeated exposure to lexical innovations, thereby increasing their chances of entering the active vocabulary of speakers. The emergence of media linguistics as an independent discipline reflects the growing importance of mass communication in language development and lexical dynamics. The interaction between linguistic and extralinguistic factors demonstrates that neologization cannot be explained exclusively through internal language mechanisms. The lexical system develops in close connection with political, technological and cultural transformations. Contemporary Russian mass media function simultaneously as a mirror and an engine of lexical change. Journalists, bloggers and social media users collectively participate in the construction of new linguistic realities, contributing to the continuous renewal of the Russian lexicon. The increasing influence of digital communication suggests that future neologization processes will become even more rapid and more closely connected with technological innovation and global information exchange.

Conclusion

The study demonstrates that contemporary neologization processes in Russian mass media are determined by the interaction of internal linguistic mechanisms and external socio-cultural conditions. Borrowing, derivation and semantic shifts constitute the principal linguistic sources of lexical innovation, whereas globalization, digitalization, political transformation and technological progress function as major extralinguistic factors.

Mass media play a decisive role in the emergence, dissemination and codification of lexical innovations, transforming media discourse into one of the principal environments of lexical development in modern Russian. The study of media neologisms therefore remains one of the most promising directions in contemporary Russian linguistics and media studies.

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