

NEOLOGISMS IN THE RUSSIAN LANGUAGE

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Abstract: This article examines the concept of neologisms, their classification, and the peculiarities of their emergence and functioning in modern Russian. The reasons behind the active growth of new words in recent decades are analyzed, including technological progress, globalization, social changes, and the development of media communication. Examples of lexical, semantic, and borrowed neologisms are provided, and their role within the linguistic system is evaluated. Special attention is given to issues of linguistic normativity and the codification of new words in dictionaries.

Keywords: neologism, Russian vocabulary, borrowings, language change, new words, media linguistics.

Introduction

Language is a living and dynamic system that constantly changes in response to new social realities. One of the most noticeable manifestations of linguistic development is the emergence of neologisms—new words, expressions, or meanings that arise in the process of communication. This process is particularly intensive in the modern era of digitalization, globalization, and rapid scientific and technological progress.

In recent decades, the Russian language has found itself in conditions of a powerful information flow and expanding contacts with other cultures, which has led to the active emergence and spread of new words. Neologisms fill lexical gaps, serve new areas of activity, and reflect the features of the contemporary worldview of native speakers.

The purpose of this article is to analyze the nature of neologisms, classify their types, identify the reasons for their emergence, and examine the development trends of neological vocabulary in Russian in the 21st century.

1. The Concept of Neologism and Its Features

The term “neologism” comes from the Greek words *neos* (“new”) and *logos* (“word, doctrine”). In a broad sense, a neologism is a new word or a stable expression that has recently appeared in the language and has not yet fully become part of the lexical system.

A neologism is characterized by the following features:

1. Novelty — the word is perceived by speakers as new or unusual.
2. Limited usage — it has not yet become widespread.
3. Lack of established norms — spelling, declension, and pronunciation are often uncertain.
4. Tendency to either become established or disappear after a short period of use.

Neologisms emerge in response to the real needs of society and therefore serve as an important indicator of linguistic and cultural processes.

2. Reasons for the Emergence of Neologisms

The appearance of new words is driven by several factors:

2.1. Scientific and technological progress

The development of technology requires naming new phenomena, objects, and processes. Thus, the following words entered the language: *smartphone, website, gadget, streaming, cryptocurrency, chatbot.*

2.2. Globalization and cultural contact

Active international communication promotes borrowing from other languages: *like, hashtag, brand, management, content, blogger.*

2.3. Social change

Societal developments give rise to new concepts: *self-employed, remote work, volunteer, renovation, inclusion.*

2.4. Development of media and Internet communication

The online environment accelerates the spread of new words and facilitates the process of their adoption. Examples include: *fake, hype, meme, stories, targeting.*

2.5. Language play and creativity

New words often arise from wordplay, slang, or subcultural creativity: *crush, shipping, rofl, toxicity.*

Each of these factors influences the formation of the modern lexical system.

3. Classification of Neologisms

Neologisms can be classified based on various criteria.

3.1. Lexical neologisms

These are entirely new words that did not exist before. Examples: *robotics, freelancer, TikTok, marketplace.*

3.2. Semantic neologisms

Existing words acquire new meanings. For example:

- *mouse* (“computer mouse”),
- *cloud* (“cloud storage”),

- *stream* (“live broadcast”).

3.3. Word-formation neologisms

Words formed using new affixes or patterns: *repost*, *to google*, *to share* (*resharit*’).

3.4. Phraseological neologisms

New stable expressions: *artificial intelligence*, *digital footprint*, *social networks*.

3.5. Borrowed neologisms

The largest group in modern Russian. Examples: *classic cancelling*, *lifestyle*, *clipmaker*, *feedback*.

4. Neologisms in the Era of Digitalization

The digital revolution has become the main source of new words. Internet communication forms its own lexical layer—Internet neologisms.

The most widespread include:

- **social media vocabulary:** blogger, follower, repost, live;
- **computer terminology:** update, backup, phishing;
- **gaming slang:** donate, leveling up, skill;
- **short abbreviations:** lol, imho, omg.

These words spread quickly and often enter mainstream usage.

5. Issues of Normativity and Codification

Neologisms present certain challenges for linguists because:

1. It is not always clear how to spell borrowed or hybrid forms: *coaching* / *couching*, *lifehack* / *life-hack*.
2. Declension norms for new words are unstable:
post — *posta*, *like* — *lika*, *stories* — ?
3. Many neologisms are temporary and disappear before reaching dictionaries.
4. Some words are rejected by speakers, especially due to excessive Anglicization.

Nevertheless, linguistic practice shows that most frequently used neologisms gradually become codified in dictionaries and enter the literary norm.

6. The Role of Neologisms in Language Development

Neologisms play an important role in the linguistic system:

6.1. Enrichment of vocabulary

They expand the lexicon and enhance its expressiveness and precision.

6.2. Reflection of current realities

New words mirror social tendencies and document contemporary changes.

6.3. Development of word-formation

New patterns of word creation contribute to linguistic evolution.

6.4. Formation of professional and social identities

Neologisms often reflect professional spheres, subcultures, and youth communities.

Conclusion

Neologisms are an integral part of the dynamic development of the Russian language. They respond to changes in society, science, technology, and culture, performing an important communicative function. In the modern era, the emergence of new words has become especially rapid due to digitalization, globalization, international interaction, and changes in people's lifestyles.

Despite difficulties related to normativity, neologisms enrich the language, making it more flexible and better suited to reflect new aspects of the surrounding world. The study of neologisms remains an important task of linguistics, as it helps to understand the developmental directions of the Russian language and the features of today's linguistic worldview.

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