

**RUSSIAN LANGUAGE IN THE DIGITAL AGE: TRANSFORMATION OF NORMS,  
DISCURSIVE PRACTICES, AND LINGUISTIC CONSCIOUSNESS**

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**Abstract**

The article examines the functioning and development of the Russian language in the context of digital communication, with a special focus on teaching Russian as a foreign language (RFL). The study analyzes lexical, grammatical, orthographic, and stylistic changes caused by the spread of Internet discourse, social networks, and messengers, as well as their impact on RFL teaching methodology. Particular attention is paid to the correlation between normative and variable language forms in digital speech, the formation of communicative competence, and the linguistic consciousness of non-native speakers in online environments. It is argued that digital technologies, when methodologically integrated into the educational process, can enhance the effectiveness of RFL instruction and contribute to the development of intercultural communication.

**Keywords:** Russian as a foreign language, digital technologies, Internet discourse, language norm, RFL methodology, linguistic consciousness.

**РУССКИЙ ЯЗЫК В ЭПОХУ ЦИФРОВЫХ ТЕХНОЛОГИЙ: ТРАНСФОРМАЦИЯ  
НОРМ, ДИСКУРСИВНЫХ ПРАКТИК И ЯЗЫКОВОГО СОЗНАНИЯ**

**Аннотация**

В статье рассматривается функционирование и развитие русского языка в условиях цифровизации коммуникации с особым акцентом на преподавание русского языка как иностранного (РКИ). Анализируются изменения на уровнях лексики, грамматики, орфографии и стилистики, обусловленные распространением интернет-дискурса, социальных сетей и мессенджеров, а также их влияние на методику обучения РКИ. Особое внимание уделяется проблеме соотношения нормативного и вариативного в цифровой речи, формированию коммуникативной компетенции и языкового сознания инофонов в электронной среде. Обосновывается тезис о том, что цифровые технологии при целенаправленном методическом использовании способны повысить эффективность обучения РКИ и способствовать развитию межкультурной коммуникации.

**Ключевые слова:** русский язык как иностранный, цифровые технологии, интернет-дискурс, языковая норма, методика РКИ, языковое сознание.

**Introduction**

The rapid development of digital technologies in the late 20th and early 21st centuries has led to qualitative changes in human communication. Electronic communication tools such as social networks, blogs, online forums, and instant messaging apps have created fundamentally new conditions for the functioning of language. The Russian language, as one of the world's

largest language systems, is actively adapting to these conditions, demonstrating a high degree of flexibility and variability.

The relevance of this study stems from the need for a scientific understanding of linguistic processes occurring in the digital environment, as well as identifying their influence on traditional notions of linguistic norms, style, and speech culture. The purpose of this article is to provide a comprehensive analysis of the transformation of the Russian language in the digital age, drawing on modern linguistic concepts.

### **Theoretical Foundations of the Study**

The methodological basis for this study is the work of Russian and international linguists in the fields of sociolinguistics, media linguistics, and discourse theory. In the works of V.G. Kostomarov views language as a "living system" that reacts sensitively to social changes, while M.V. Panov emphasizes the historical determinacy of the linguistic norm and its fluid nature.

The concept of internet discourse is defined as a collection of texts operating in an electronic environment and possessing specific pragmatic and structural characteristics. According to E.I. Goroshko, digital communication fosters a special type of linguistic personality, characterized by clip-based thinking, abbreviated utterances, and a high degree of expressiveness.

### **Lexical and Word-Formation Changes**

The most noticeable transformations in the digital age occur at the lexical level. The vocabulary of the Russian language is actively expanding through English borrowings related to technology and internet culture: chat, post, like, stream, blogger. These units are quickly absorbed by the linguistic system, acquiring Russian word-formation patterns (like, post, repost).

A characteristic feature of digital communication is also the productivity of abbreviations and graphic abbreviations, driven by the desire to economize on speech effort. Such processes are not fundamentally new for the language, but in the Internet environment they are becoming widespread and stable.

### **Grammar and Spelling in Online Communication**

The grammatical structure of the Russian language generally remains stable; however, digital texts tend to simplify syntactic constructions, reduce functional elements, and favor parcelled utterances. Orthographic deviations are often intentional and used as a means of expressiveness or group identification.

It is important to emphasize that such deviations do not indicate a breakdown in the norm, but rather function within a specific communicative register. As L.P. Krysin notes, the linguistic norm in modern society exists as a system of variants, the choice of which is determined by the conditions of communication.

### **Stylistics and Pragmatics of Digital Discourse**

Digital communication is characterized by a blurring of the boundaries between oral and written speech. Texts on social media often combine elements of colloquial, journalistic, and artistic styles. Emojis, memes, and visual elements, which serve as additional semiotic devices, are becoming widespread. From a pragmatic perspective, online discourse is oriented toward interactivity, dialog, and immediate response from the recipient. This leads to a shift in

communication strategies and the emergence of new genres, such as stories, comments, and threads.

### **The Impact of the Digital Environment on Language Awareness and the Teaching of Russian as a Foreign Language**

Digital technologies have a significant impact on the linguistic awareness of native speakers and learners of Russian as a foreign language. For non-native speakers, the digital environment often becomes the primary venue for contact with Russian speech, enhancing the role of authentic online texts in developing linguistic and communicative competence. This fosters a focus on speed of perception, conciseness of expression, and reliance on visual and polycode resources.

In Russian as a foreign language (RFL) teaching, online discourse is viewed as a source of relevant linguistic material reflecting contemporary usage norms and pragmatic strategies. At the same time, there is a need for didactic filtering of digital texts and their adaptation to the learners' level of language proficiency, communicative goals, and intercultural differences. Thus, the digital environment serves not only as a space for linguistic innovation but also as an important methodological resource for teaching Russian as a foreign language.

### **Conclusion**

In the digital age, the Russian language is developing in the context of the intensive interaction of traditional and innovative forms of communication. The ongoing changes are systemic and logical, reflecting the social, technological, and cultural shifts of our time. The digital environment does not abolish linguistic norms, but rather expands their functional boundaries, facilitating the emergence of new registers and discursive practices.

Prospects for further research lie in a more detailed analysis of internet communication genres, as well as in studying the impact of digitalization on Russian language teaching and the development of linguistic identity.

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