

**CHANGES OCCURRING IN THE LITERARY NORMS OF THE RUSSIAN
LANGUAGE**

Shadieva Dilrabo Kurbanovna
applicant, Termez State University.
Uzbekistan
dilrabo.shod74@mail.ru

Annotation. This article examines the changes that occur in literary norms for various reasons, and also analyzes the dynamics of the norms of the Russian language in written speech based on the material of the Uzbek media. In order to identify the reasons for the changes in norms, how changes manifest themselves in the modern Russian language, examples from the media are analyzed and given.

A manifestation of the negative influence of the consequences of a change in the norm is the use of colloquialisms in speech - expressions used in colloquial speech, emotionally expressive vocabulary, borrowings. Only regular use and acquisition of "codified" status will allow them to meet the criteria of a literary language.

The use of neutral linguistic means: words, phrases, syntactic constructions, fixed expressions, phraseological turns with additional associative meaning is unacceptable from the point of view. speech ethics. Such linguistic units do not belong to a particular style of speech. Their use in various communicative situations can be regarded as the professional unsuitability of a journalist. Adhering to the considered provisions, we can conclude that, despite the lack of the ability to regulate the framework of journalistic activity, whatever topic is touched upon, it should not run counter to such concepts as objectivity and impartiality of judgments, the need to observe speech etiquette for any audience.

Key words: communication, dynamics, norm, units, communication, codification.

The functioning of any language is based on the concept of the linguistic norm, which determines an individual's speech literacy. The norm is a defining characteristic of the literary language—the version of a language used as an exemplary means of communication. The norm is rooted in practical speech communication, which undergoes codification—the recording of rules in dictionaries, textbooks, and reference books. It reflects a specific cultural era within which the society of native speakers develops.

Linguistic norms apply to various language levels: phonetic, lexical, grammatical, graphic, and others. The linguistic norm has two sides: stability in public usage and evolution—the capacity for change. Changes in linguistic norms are closely linked to socio-historical, economic, media, and other transformations within society. In the past, works of fiction were considered one of the "most authoritative sources" of the norm.

Currently, information and communication technologies play a leading role in the formation of norms. Their activity is based on the use of both normative, codified signs and the promotion of the emergence and "usual" (habitual) use of neologisms. Furthermore, this includes the Internet, the development of which has influenced many spheres of public life at the beginning of the 21st century. Russian linguists and linguoculturologists are studying innovations across all linguistic levels. At the current stage of language development, both purposeful and unconscious violations of its norms are observed.

The starting points of new cycles in social development can be identified by recording changes in the linguistic norm. The October Revolution, the NEP (New Economic Policy), the "Thaw" during Nikita Khrushchev's leadership, Perestroika, the early years of the Russian Federation, and the beginning of the 21st century have replenished the Russian language with jargon, borrowings, and colloquialisms. These were initially "usual" (contextual) but later

became commonly used, indicating a drive toward the status of a speech norm. For example, Leon Trotsky's phrase "to gnaw the granite of science" became a popular idiom and is still actively used; Leonid Brezhnev's "the economy must be economical"; and Vladimir Lenin's "better fewer, but better."

At the current stage of development, the codified language is experiencing an influx of Anglicisms and Americanisms due to the global popularization of the English language. Among the new phenomena that are not yet codified in reference books but are in common usage, one can highlight expressions such as: "to unfriend" (удалить из друзей), "to chat" (чатиться), "voice message" (голосовое сообщение), "online" (онлайн), "office" (офис), "promo code" (промокод), "hashtag" (хэштег), "cloud storage" (облако хранения данных), "flash mob" (флешмоб), and others.

To analyze how changes manifest in the modern Russian language, one can look at examples from the mass media. An example of neologisms that appeared on the Internet is a headline from the Uzbekistan-based online newspaper NUZ.uz: "TikTokers from Uzbekistan have begun digging up graves for the sake of hype" .

The indirect influence of the media on the Russian language, which does not aim to intentionally destroy the canons of the linguistic norm, nevertheless deprives it of stability and makes it variable. Neologisms and borrowings acquire all the characteristics typical of nouns in the standardized language: gender, number, and case (e.g., blog – blogger – bloggersha – bloggerka).

According to the norms of speech etiquette, universal stable constructions are employed to create comfortable communication for both parties. These include greetings and forms of address appropriate to the specific speech act situation (such as meeting for the first time; the interlocutor being older in age or higher in rank; or expressing a point of view, gratitude, agreement, sympathy, condolences, etc.).

The ability to correctly assess a communicative situation allows one to maintain a tone of conversation appropriate to the established conditions. The method of verbalizing semantic meaning—that is, the use of linguistic tools and behavioral models (mimics and sign language are also integral parts of communication, alongside expressing thoughts through words)—explains the method, means, and manner of information exchange. For example, a handshake and a nod signify a formal greeting and a generally accepted gesture when meeting people with a limited degree of closeness; an embrace is for meeting close ones; the address "colleague" is used in a formal setting, whereas "buddy" (druzhishche) is used during an informal meeting between the same individuals if they share close relations or common interests. The exclamation "Hi!" upon meeting provides insight into the age category of the communicants (e.g., teenagers in a relaxed situation where it is contextually assumed that the norms of speech etiquette are not, or almost not, observed).

Summarizing the data provided above, it can be concluded that maintaining a unified style of communication is a fundamental element in the "addresser-addressee" relationship—between the one who offers information for attention and comprehension, shaping the angle of its perception, and the respondent, whose reaction serves as a response to the flow of presented information.

The inclusion of elements from other styles into speech is justified if it is aimed at enhancing emotional and expressive coloring. Nevertheless, speech etiquette primarily implies the necessity of creating a comfortable environment for the communicants. The use of professional jargon, borrowings, and the replacement of common vocabulary with foreign analogues, obscure abbreviations, or acronyms encumbers speech and makes communication uncomfortable. For example: "In Uzbekistan, 2,000 private family kindergartens will be created

over two years. They will also be provided with a number of benefits and preferences. In this case, the word "preference" (from the English preference), which refers to advantages or benefits granted to specific states to support certain activities, is mainly used in conjunction with terms like "enterprise" or "organization." Its use here weighs down the sentence and is stylistically inappropriate in this context.

The importance of adhering to literary norms involves choosing lexical and grammatical means of transmitting information while considering the audience's needs for full comprehension (a manifestation of manipulation in the media).

An article with the headline "Girls for beer? Tempting" attracts the reader's attention because it immediately evokes associations with the lyrics of a famous song by O. Gazmanov, "Putana" (Whore), a term used for a woman engaged in prostitution. However, this sensational title, used to lure the audience, is chosen for an article with neutral content simply to capture the attention of a reader expecting scandalous information, as interest in the topic of libido is one of the natural human drives.

To justify the significance and importance of preserving linguistic norms—including their role as a fundamental component of speech etiquette—let us consider several examples of words and phrases used by sports commentators. As previously noted, the setting of a communicative act is of great importance to its participants. A sports commentator (the addresser) is a journalist covering events in a specific field. Since the game involves excitement and heightened emotions, the commentator's speech and behavior carry a subjective assessment of what is happening. Examples can be found in commentaries during decisive football and hockey matches (Champions League, FIFA World Cup, World Championships, etc.). For instance, following an unexpected but successful penalty, pass, or goal, a commentator often uses the word "krasavchik" (well done/handsome), giving an emotionally positive evaluation of the player's actions; "on ego sdelal..." (he made him) in the sense of defeated or outplayed; "igra na vylet" (playoff/elimination game), meaning the possibility of participating in the next round or losing depends on the results; and "the player became a profitable acquisition for the club / the club bought this player" in the sense of becoming a member of the team by signing a contract.

Thus, we can define the requirement for adhering to the norms of the literary Russian language as follows: the norm, as an objective invariant model for reflecting a picture of the world, has clearly defined boundaries. The periphery of these boundaries is considered its mobile component, which is an integral part of its development and strives to become a codified form of the given system.

The normative aspect of speech culture presupposes a mastery of linguistic norms. A linguistic norm is determined by the picture of the world—the uniqueness and identity of the bearers of a given culture. It is realized through a system established over a specific period of social development, which is reflected in a set of phenomena mandatory for everyone who possesses the literary language during that specific timeframe. It is well known that there are lexical, orthoepic, accentological, word-formative, and grammatical (morphological, syntactic) norms, among others. The following features are characteristic of the literary language norm: systematicity, connection with the structure of the language, relative stability, prevalence, general usage, correspondence to the linguistic system, and historical and social conditionality.

Conclusions. In order to be perceived by others as cultured, educated, and successful (a pursuit that should itself be a norm, maintained for the sake of preserving the linguistic worldview of the society to which an individual belongs), it is necessary not only to master the norms of the literary Russian language at the level of the school curriculum and to preserve existing linguistic standards, but also to extrapolate acquired skills and knowledge toward its future development and preservation.

The knowledge of speech culture gained in schools and universities is undoubtedly useful; however, language evolves, and norms change. Since the Age of Enlightenment, thinkers, philosophers, writers, and poets in both Russia and Europe have devoted immense attention to the significance and power of language in human life. Such knowledge cannot be acquired within a fixed period without continuous cultivation. To stop developing it would mark an era of decline not only for the language but for society itself, for development is movement, and "movement is life."

Thus, based on the provided examples, it becomes clear that under the influence of external factors (the aggressive impact of globalization and the need to adapt to ongoing changes), the language may not only renew its lexical stock but also experience a blurring of speech styles. Despite the expansion of peripheral zones through the inclusion of slang elements, neologisms, and borrowings in speech, the linguistic core—the norm—must remain steadfast. Consequently, the assumption that the changes occurring in the literary norms of the Russian language are linked to social transformations, technological progress, and evolving methods of interpersonal communication is correct. This necessitates a more detailed study of the methods and outcomes of their usage to develop a strategy for preserving the literary language, not only at the current stage but also to devise an algorithm and identify the nuances for their implementation in the future.

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