

RESEARCH ARTICLE

Neologization Of the Russian Language in The Context of The Digital Transformation of Society

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Abstract

This article examines the process of neologization in the Russian language under the influence of the digital transformation of modern society. The rapid development of information technologies, social networks, artificial intelligence, and digital communication has led to the emergence of numerous lexical innovations. The study analyzes the main sources, mechanisms, and functions of neologisms in contemporary Russian, focusing on borrowings, word formation, semantic shifts, and internet slang. The article also explores the impact of digitalization on linguistic norms and communicative practices. The findings demonstrate that neologization reflects social, technological, and cultural changes and serves as an important indicator of language adaptation to new realities.

KEY WORDS

Neologization, Russian language, digital transformation, digital communication, internet discourse, lexical innovation, language change, borrowings, social media, information technologies.

INTRODUCTION

The digital transformation of society has become one of the most influential factors affecting language development in the twenty-first century. As communication increasingly shifts to online platforms, the Russian language experiences intensive lexical enrichment through the emergence of new words, meanings, and communicative forms. Neologization, understood as the process of creating and adopting new lexical units, has become particularly active in the digital era. The expansion of digital technologies, social media, virtual communities, and artificial intelligence has generated new concepts that require linguistic representation. Consequently, contemporary Russian has incorporated numerous neologisms originating from English, technological terminology, and internet culture.

The purpose of this article is to analyze the main

characteristics of neologization in the Russian language under conditions of digital transformation, identify the principal mechanisms of lexical innovation, and examine the role of neologisms in modern communication.

Language is a dynamic system that continuously evolves in response to social, political, economic, and technological changes. Throughout history, major transformations in society have been accompanied by significant linguistic shifts. In the contemporary era, digitalization has become a key driver of language change. The widespread use of computers, smartphones, social networks, online services, and artificial intelligence has created entirely new spheres of communication and introduced concepts that were previously unknown.

The Russian language, like many other languages, actively

responds to these developments through the creation and adoption of neologisms. New lexical units appear not only in specialized technological discourse but also in everyday communication. Many of these innovations rapidly become part of common vocabulary and influence linguistic norms.

The study of neologization is particularly important because it helps researchers understand how language adapts to changing communicative environments and reflects contemporary cultural trends.

Theoretical Background of Neologization

Neologization refers to the process through which new lexical units enter a language and become integrated into its vocabulary. Linguists generally distinguish several types of neologisms:

Lexical neologisms – entirely new words.

Semantic neologisms – existing words acquiring new meanings.

Phraseological neologisms – newly formed expressions and idioms.

Borrowed neologisms – words adopted from other languages.

According to modern linguistic theory, neologisms emerge when society encounters new objects, technologies, phenomena, or social practices that require naming. The speed of neologization has increased significantly in the digital age because technological innovations appear continuously and spread globally within a short period.

Digital communication platforms accelerate lexical diffusion, enabling new words to reach millions of speakers almost instantly. As a result, language change today occurs much faster than in previous historical periods.

Digital Transformation as a Catalyst for Language Change

Digital transformation refers to the integration of digital technologies into various aspects of social, economic, educational, and cultural life. The growth of the internet has fundamentally altered communication patterns, information exchange, and social interaction.

Several factors contribute to linguistic innovation in digital environments:

Technological Innovation

New technologies generate new concepts that require linguistic designation. Terms such as:

смартфон (smartphone)

стриминг (streaming)

подкаст (podcast)

чат-бот (chatbot)

блокчейн (blockchain)

have become integral elements of contemporary Russian vocabulary.

Social Media Communication

Social networks encourage concise and expressive forms of communication. Users create new words to describe online activities:

лайкать (to like)

постить (to post)

репостить (to repost)

банить (to ban)

фолловить (to follow)

These verbs illustrate the adaptation of borrowed lexical roots to Russian grammatical structures.

Globalization

The dominance of English in technology and digital communication facilitates lexical borrowing. English terminology often enters Russian before native equivalents can be developed.

Artificial Intelligence and Automation

The rise of artificial intelligence introduces new concepts such as:

нейросеть (neural network)

промпт (prompt)

генеративный ИИ (generative AI)

алгоритмическая рекомендация (algorithmic recommendation)

These terms reflect emerging technological realities.

Main Sources of Russian Digital Neologisms

Borrowing from English

Borrowing remains the most productive source of digital neologisms. English serves as the global language of technology, innovation, and online communication.

Examples include:

English	Russian Equivalent
Blog	блог
Streaming	стриминг
Content	контент
Influencer	инфлюенсер
Startup	стартап
Hashtag	хештег
Messenger	мессенджер

Borrowings undergo phonetic, orthographic, and grammatical adaptation to fit Russian linguistic norms.

Word Formation Processes

Russian actively creates new words using traditional word-formation mechanisms:

Affixation

Examples:

лайк → лайкнуть

пост → запостить

бан → забанить

Compounding

Examples:

видеоблог

интернет-магазин

онлайн-конференция

медиаплатформа

Abbreviation

Digital discourse frequently employs abbreviations:

ИИ (Artificial Intelligence)

IT

QR-код

VPN

These forms contribute to linguistic economy and communication efficiency.

Semantic Neologization in Digital Communication

Digitalization influences not only vocabulary expansion but also semantic change. Existing words often acquire new meanings.

Examples include:

Traditional Meaning	Digital Meaning
стена (wall)	social media profile page
друг (friend)	online contact
сеть (network)	internet system
облако (cloud)	cloud storage
вирус (virus)	malicious software

Such semantic transformations illustrate how language adapts familiar concepts to new technological realities.

Internet Slang and Informal Digital Vocabulary

One of the most dynamic areas of neologization is internet slang. Online communities generate expressive vocabulary characterized by creativity, humor, and linguistic experimentation.

Examples include:

мем (meme)

кринж (cringe)

хайп (hype)

фейк (fake)

донат (donation)

рофл (ROFL)

флуд (flood)

Internet slang serves several communicative functions:

identity construction;

group membership;

emotional expression;

linguistic economy;

humor and creativity.

Many slang expressions eventually enter mainstream

language and become accepted by wider society.

Linguistic Adaptation of Digital Neologisms

The integration of new lexical units into Russian involves several stages:

Phonetic Adaptation

Borrowed words are adjusted to Russian pronunciation norms.

Example:

streaming → стриминг

Morphological Adaptation

New words acquire Russian grammatical categories.

Examples:

лайкать

постить

стример

блогер

Orthographic Adaptation

Foreign words are often transliterated into Cyrillic script.

Examples:

хештег

контент

стартап

Semantic Integration

New lexical units become associated with specific communicative contexts and cultural meanings.

The Influence of Digital Neologisms on Language Norms

The growing presence of digital vocabulary raises important questions concerning language standardization and linguistic norms.

Some scholars argue that excessive borrowing may threaten linguistic purity. Others emphasize that lexical innovation is a natural process reflecting societal development.

Several trends can be observed:

increased tolerance toward borrowings;

greater lexical flexibility;

coexistence of formal and informal variants;

expansion of hybrid linguistic forms.

Educational institutions, dictionaries, and language policy organizations face the challenge of evaluating which neologisms should be codified and accepted as standard vocabulary.

Sociolinguistic Aspects of Digital Neologization

The use of digital neologisms varies according to:

Age

Young speakers generally adopt innovations more rapidly than older generations.

Professional Environment

IT specialists and digital marketers actively employ technological terminology.

Social Networks

Different online communities develop distinct lexical norms and jargon.

Education

Language proficiency and educational background influence attitudes toward neologisms and borrowing.

Thus, neologization is not only a linguistic phenomenon but also a sociocultural process reflecting group identity and communication practices.

Future Trends in Russian Neologization

Several tendencies are likely to shape the future development of Russian vocabulary:

Continued influence of artificial intelligence terminology.

Growth of virtual reality and metaverse-related vocabulary.

Expansion of hybrid Russian-English lexical forms.

Increased role of social media in lexical dissemination.

Development of new communicative genres and digital discourse practices.

As digital technologies evolve, the Russian language will continue adapting through lexical innovation and semantic transformation.

CONCLUSION

The digital transformation of society has significantly accelerated the process of neologization in the Russian

language. Technological innovation, social media communication, globalization, and artificial intelligence create new concepts that require linguistic expression. As a result, contemporary Russian actively incorporates borrowings, develops new word-formation models, and expands semantic meanings.

Digital neologisms perform important communicative, cognitive, and social functions. They enable speakers to describe emerging realities, participate in digital culture, and express group identity. Although the rapid influx of lexical innovations raises questions regarding language norms and standardization, it also demonstrates the flexibility and adaptability of the Russian language.

The study confirms that neologization is a natural and inevitable consequence of social and technological development. Understanding these processes contributes to a deeper comprehension of contemporary language change and the interaction between language and digital culture.

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