

Neologisms in Modern Russian Language

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Annotation: Neologisms are newly coined words or expressions that emerge in a language. In the case of the modern Russian language, neologisms often reflect changes in society, technology, and culture

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Neologisms are newly coined words or expressions that have recently entered into a language. In modern Russian language, there are several neologisms that have become popular and are commonly used. Here are some examples:

Селфи (Selfi): Borrowed from English, this word refers to a selfie, a self-portrait photograph taken with a smartphone or camera.

Твиттер (Tvitтер): Also borrowed from English, it refers to the social media platform Twitter.

Блогер (Bloger) : Derived from "blog," this term describes someone who creates and maintains a blog or online diary.

Селфизм (Selfizm): A related neologism that describes the practice of taking selfies.

Глобализация (Globalizatsiya): Adapted from "globalization," this term reflects the increasing interconnectedness of the world.

Инстаграм (Instagram): Another borrowed word, this one refers to the popular photo and video-sharing social networking service.

Экология (Ekologiya): While not a new word, its usage has evolved to encompass environmental concerns and sustainability issues.

Селфи (sel-fi) - This refers to a self-portrait photograph typically taken with a smartphone.

Халява (kha-lya-va) - This word means freebies or something obtained without much effort or cost. It is often used to describe a desirable situation or a good deal.

Троллинг (trol-ling) - Refers to online behavior where someone deliberately provokes or upsets others with inflammatory or offensive comments for their own amusement.

Штрафник (shtraf-nik) - This word is used to describe a person who often receives fines or penalties, typically for traffic violations.

Хейтер (khey-ter) - A term used to refer to someone who consistently expresses hostility or criticism towards others, often online.

Социальный резонанс (so-tsi-al-ny re-za-nans) - This term refers to a strong response or reaction on social media or in society in general to a particular event or issue.

Картонный паспорт (kar-ton-niy pas-port) - Literally translated as "cardboard passport," it refers to a temporary or unofficial ID used for certain purposes, often as a substitute for a real passport.

Флекс (fleks) - This neologism is derived from the English word "flex" and is used to describe someone showing off their achievements or possessions on social media.

Шерить (she-reet') - This verb comes from the word "share" in English and is commonly used to mean sharing or reposting something on social media platforms.

Копипаста (ko-pee-pas-ta) - This term refers to a text or a part of a text that has been copied and pasted from one source to another, typically without proper attribution.

These are just a few examples of neologisms that have emerged in modern Russian language. With the rapid advancement of technology and the influence of the internet, the Russian language continues to evolve by adopting new words and expressions from various sources. These are just a few examples of neologisms in modern Russian, reflecting the language's adaptation to the changing world and the influence of global trends and technologies. The Russian language continues to evolve, with new words and expressions emerging regularly.

No one finds words like "midwife," "waitress," "female teacher" offensive, as these positions are directly related to female labor. However, words that denote occupations traditionally associated with women are

mainly used in neutral styles. For example, in formal and business speech, it is advisable to maintain the masculine form. For instance: "S.P. Petrova is registered as a lecturer at the institute."

New words that emerge in the language to denote new things and concepts (due to advances in science, technology, culture, and other aspects of society) are called lexical neologisms. For example, "image maker," "cash," "internet," and so on. If an old word form is used but its meaning is changed, it is called a semantic neologism, for example: "hacker," "greens." Phrases like "hotline" and "shadow economy" are referred to as combinational neologisms. All three types of neologisms are collectively referred to as "linguistic."

In addition, individual or authorial neologisms may also be encountered. Unlike linguistic neologisms, they are created by poets, writers, public figures, and remain a part of an individual style, and their novelty fades over time. However, some of them may enter common usage over time. For example, Korney Chukovsky introduced the word "kantselyarut," which means a painful inclination to the inappropriate use of bureaucratic words and phrases.

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