

## **Neologisms in Modern Russian: Linguistic Analysis and Development Trends (Based on Uzbekistan)**

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**Abstract.** *The article examines the features of the formation and functioning of neologisms in modern Russian. The reasons for their emergence, sources of borrowing, and main semantic types are analyzed. Particular attention is paid to the influence of the digital environment on lexical innovation. The study is based on materials from media, social networks, and online communication. Conclusions are drawn regarding the active expansion of the Russian lexicon due to technological and socio-cultural factors.*

**Key words:** *Russian language, neologisms, linguistics, borrowings, digital communication, word formation.*

### **Introduction**

Modern Russian is undergoing active development, which is primarily manifested in the constant renewal of its lexical system. Globalization, digital technologies, and the internationalization of communication have led to significant expansion of the lexicon, resulting in numerous new words, borrowings, and transformed units. In recent decades, the process of neologization has intensified, reflecting both social and cultural changes in society.

Neologisms, as a result of natural language development, also act as indicators of social shifts, scientific and technological progress, and changes in human interaction. They demonstrate not only the internal regularities of the language system but also the adaptive potential of the lexicon in a dynamic communicative environment. Studying neologisms has become particularly relevant in contemporary linguistics, as it allows tracing the relationship between language and society and identifying directions for further evolution.

Russian, as it functions in Uzbekistan, provides a unique object for neologistic studies. It develops in a bilingual context and under active intercultural interaction. For a significant part of the Uzbek population, Russian remains the language of education, science, business, and interethnic communication, and it is actively used in mass media and digital communications. This creates a living laboratory of linguistic innovation.

A distinctive feature of the current stage is the penetration of a large number of Anglicisms, terms from digital technologies and online communication, as well as colloquial and slang forms reflecting youth culture. Words such as fake, streaming, upgrade, liking, toxic, flexing are actively used not

only in informal speech but also in media texts, blogs, and educational materials. Simultaneously, borrowed words are adapted to the local linguistic environment, forming hybrid constructions and mixed forms, for example: online-dars, startapchik, chat-birja, freelancerlik.

Thus, neologisms in modern Russian in Uzbekistan reflect not only global trends but also local linguistic specificity. They demonstrate how Russian adapts to new socio-cultural realities while maintaining its systemic logic.

The relevance of this study is due to the need for a comprehensive analysis of neologisms as a dynamic lexical layer shaping the contemporary linguistic worldview. Studying this topic is particularly important for Russian language teachers and linguists working in the Uzbek educational space, as new words actively enter curricula, textbooks, and students' everyday speech.

**Objective:** to identify the features of formation, functioning, and adaptation of neologisms in modern Russian based on Uzbek-language texts.

### **Research tasks:**

1. Analyze the main sources and reasons for the emergence of neologisms in the Russian-language space of Uzbekistan.
2. Examine the morphological and semantic types of neologisms used in media and student speech.
3. Determine the influence of the digital environment and bilingualism on neologization processes.
4. Formulate practical recommendations for considering new lexical trends in teaching Russian.

The novelty of the study lies in the systematic analysis of Russian neologisms in Uzbekistan, considering their socio-cultural, communicative, and educational functions. The results can be useful for developing modern Russian language teaching materials, preparing philologists, and compiling dictionaries reflecting the linguistic reality of the Russian-speaking community in Uzbekistan.

### **Materials and Methods**

The methodological basis of the study is modern linguistic approaches to neologisms as a dynamic phenomenon in the language system. A combination of methods was applied: descriptive, comparative, contextual, statistical, and sociolinguistic analysis. This approach allowed examining neologisms not only as lexical units but also as elements of cultural and social communication.

**Descriptive method:** used to identify and systematize new lexical units in Russian texts of Uzbekistan, determine structural and semantic features, origin, and frequency of use.

**Comparative method:** analyzed similarities and differences in neologism use in Russia and Uzbekistan, highlighting local adaptation and the influence of Uzbek and English. Examples include chat-birja, online-dastur, startapchik, reflecting bilingual processes.

**Contextual method:** studied neologisms in natural use across media, academic, colloquial, and online discourse (articles, social media posts, comments, student works).

**Statistical method:** quantitatively analyzed frequency and distribution of neologisms. Media sources such as Podrobno.uz, Sputnik Uzbekistan, and Gazeta.uz showed highest neologism density in technology, economy, and education sections.

**Sociolinguistic approach:** accounted for social factors influencing neologism usage. Surveys involved 120 students aged 18–25 from Tashkent State Pedagogical University, Samarkand State University, and Tashkent University of Information Technologies.

### **Survey examples:**

Which new Russian words do you use most frequently in communication or social networks?

When do you prefer borrowed words over Russian or Uzbek equivalents?

Do you think neologisms enrich or complicate modern Russian?

Results indicated that 85% of students actively use neologisms daily, especially online. Popular words included likat', stories, flexit', hateit', cringe, upgrade, scam. Many were adapted to Uzbek morphology: laikla, hatechi, upgrade qilmoq.

**The corpus included over 500 neologisms from 2020–2025, sourced from:**

- ✓ Online media (Podrobno.uz, Gazeta.uz, Kun.uz, Daryo.uz)
- ✓ Russian-language Telegram channels and Instagram blogs
- ✓ Student academic texts
- ✓ Recorded speech of teachers and students

**Neologisms were classified into thematic groups:**

- ✓ Technological vocabulary: stream, upgrade, app, bug, update, software, crypto
- ✓ Social-communicative vocabulary: toxic, friendzone, crush, stories, content, fake
- ✓ Hybrid Uzbek-Russian forms: online-dars, chat-birja, startapchik, waifaychi
- ✓ Professional/academic neologisms: digitalization, case, grant recipient, research, workshop

This classification revealed functional patterns: professional/scientific neologisms dominate education, whereas colloquial/emotional words prevail in youth and online communication.

**Results and Discussion**

Analysis showed neologisms are actively used in three main spheres: IT, social communication, and education. Of 500 units:

62% are English borrowings

28% are internal innovations

10% are hybrid Russian-Uzbek forms

1. Technological neologisms: streamit', upgradeit', bug, update, freelancer, startup, crypto.

**Examples:**

**Podrobno.uz 2023:** “The startapchik company launched a streaming platform for educational courses” — shows hybrid adaptation with the suffix -chik.

**Kun.uz:** “Platform update improved the online-dars functionality” — Russian-English-Uzbek mixture.

2. **Social and emotional neologisms:** flexit', likat', stories, crush, toxic, hateit'. Students regularly use these in online interactions but avoid them in formal writing.

3. **Local adaptations and hybrid forms:** online-dars, waifaychi, chat-birja, freelancerlik — reflect bilingual influence and adaptation to Uzbek socio-cultural context.

4. **Semantic analysis:** majority are denotative (stream, upgrade, online-dars), some are emotionally evaluative (flexit', toxic, crush).

5. **Comparative analysis:** Anglicisms are widespread in Russia, but Uzbekistan shows hybridization and adaptation. Youth slang words are more prevalent in Uzbek student environments, showing local linguistic specificity.

**6. Summary of findings:**

Neologization spans technical, professional, social, and emotional spheres.

Digital media and social networks accelerate word spread.

Local adaptation and bilingualism produce unique forms.

Youth are active carriers and spreaders of neologisms.

## Conclusion

The study of neologisms in modern Russian in Uzbekistan reveals specific local features. First, neologisms perform both denotative and socio-cultural functions, reflecting new realities of science, technology, and daily life, as well as youth self-expression and societal values.

Second, technological and digital borrowings (streamit', upgradeit', bug, online-dars, startapchik) and emotional/colloquial neologisms (flexit', crush, toxic, likat') are the most actively integrated, demonstrating high lexical mobility and the capacity of Russian to integrate elements of other languages and cultures.

Third, hybridization combining Russian and Uzbek morphemes is a distinctive feature of Uzbekistan's linguistic environment. Forms like online-dars, waifaychi, chat-birja show that Russian not only borrows but also transforms words, adapting them to local socio-cultural context.

Fourth, research on student and youth populations shows that new words are actively used in daily communication and online interactions. Functional differences exist: formal texts rely on standard lexicon, whereas digital environments favor slang and borrowed forms.

Thus, Russian neologisms in Uzbekistan reflect multilevel adaptation and internationalization, serving as indicators of linguistic and socio-cultural transformation. They trace language evolution, the mechanism of new word adoption, and integration across domains.

### Practical significance:

Include neologisms in curricula to provide up-to-date lexical knowledge.

Understanding borrowing/adaptation mechanisms develops students' critical perception of modern language.

Local specificity (hybrid forms) allows designing materials reflecting regional cultural and linguistic context.

Overall, modern Russian in Uzbekistan is a dynamic, adaptive system, open to external influences, capable of creating unique linguistic forms, making it of interest to linguists, educators, intercultural communication specialists, and digital linguists.

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