

**MODERN LANGUAGE PROCESSES AND THE ROLE OF MEDIA IN THEIR FORMATION**

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**Abstract:** The article examines contemporary linguistic processes occurring in the context of digitalization and globalization, as well as the role of mass media in their formation. Special attention is paid to the influence of media on lexical, stylistic, and communicative changes in the modern Russian language. The processes of borrowing, the convergence of spoken and written speech, the transformation of language norms, the formation of linguistic fashion, and media discourse are analyzed. The phenomenon of Internet communication, memes, and linguistic personality in the media space is also considered. It is concluded that media act not only as a reflection of linguistic changes but also as an active factor in their dissemination and consolidation within the language system.

**Keywords:** contemporary linguistic processes, media linguistics, mass media, media discourse, Internet communication, borrowings, language norm, linguistic personality, memes, Russian language

Language is a living and dynamic system that constantly develops under the influence of social, cultural, and technological factors. In the 21st century, mass media and digital media play a special role in the formation and transformation of linguistic processes. The Internet, social networks, television, and online platforms have become not only channels for information transmission but also powerful instruments of linguistic influence.

One of the key contemporary linguistic processes is the acceleration of language change. New words, expressions, and meanings spread at an unprecedented speed. Whereas previously neologisms became established in the language over decades, today they can become commonly used within just a few months. Media actively contribute to this process by disseminating new lexical units through news, advertising, blogs, and video content.

Language as a social phenomenon is in constant development and reflects changes taking place in society. The current stage of language development is characterized by high dynamism, which is associated with globalization, digitalization, and the active development of mass media. In the 21st century, media act not only as a means of information transmission but also as a crucial factor in the formation of linguistic processes[1].

One of the most noticeable contemporary linguistic processes is the accelerated renewal of the lexical composition of the language. Under the influence of the media, neologisms and borrowings—predominantly from the English language—are actively entering the Russian language[2]. Words such as media, content, blog, streaming, and influencer are rapidly assimilated by the linguistic community and become part of everyday speech. Mass media contribute to their widespread dissemination and consolidation in language practice.

A significant influence of media is also observed in the transformation of norms of verbal communication. In the context of digital communication, there is a convergence of spoken and written forms of speech. [3]. Social networks, Internet forums, and messengers form a special type of texts characterized by colloquial vocabulary, abbreviations, emotionally evaluative elements, and graphic means of expression (emojis, hashtags). This leads to the transformation of traditional notions of the literary norm.

Media also play a key role in shaping linguistic fashion. The frequent use of certain words and expressions in news headlines, advertising texts, and blogs makes them popular and socially



significant. [4]. The speech of public figures—journalists, television presenters, and bloggers—becomes a model for imitation, especially for a young audience.

Particular attention should be paid to the influence of media on the evaluative and expressive aspects of language. The desire to attract audience attention leads to the active use of metaphors, hyperbole, and emotionally charged vocabulary. [5]. As a result, the expressiveness of speech is enhanced, and communicative strategies and methods of linguistic influence are changing. At the same time, the impact of media on language is ambiguous. On the one hand, they contribute to the development of linguistic creativity and the renewal of the language system; on the other hand, they can lead to the simplification of speech, the spread of linguistic errors, and a decline in the overall level of language culture. However, these processes should be viewed as a natural stage in the evolution of language in the context of media reality.

In the context of digital communication, the concept of linguistic personality—which forms and functions within the media space—acquires particular significance. A media user simultaneously acts as both a consumer and a creator of content, which influences their speech behavior and choice of linguistic means. Individual communication styles, nicknames, comments, and posts become forms of self-presentation and reflect the user's value system.

Media create conditions for active linguistic creativity. Irony, wordplay, memes, allusions, and precedent texts are widely used in Internet discourse and spread rapidly among users. These elements not only serve an entertaining function but also participate in shaping the collective linguistic worldview.

Memes occupy a special place in contemporary media discourse as units of cultural and linguistic communication. Memes represent stable verbal-visual constructs that are easily reproduced and transformed depending on the context. Their widespread dissemination contributes to the emergence of new meanings for already existing words and expressions.

Precedent texts—quotations from films, TV series, songs, and public speeches—are actively used in media and become part of everyday speech. Due to their mass appeal and recognizability, they simplify communication and enhance the expressiveness of statements, while also influencing the semantic development of the language.

The processes of globalization, reinforced by media, lead to active intercultural linguistic interaction. Modern Russian functions in constant contact with other languages and cultures, which affects not only borrowing but also changes in communicative strategies. In media texts, the mixing of cultural codes is increasingly observed, forming a hybrid linguistic environment.

At the same time, media play an important role in preserving national linguistic identity. Through artistic, journalistic, and educational formats, they transmit cultural values and maintain the status of the Russian language as a means of interethnic communication.

The analysis of contemporary linguistic processes allows us to assert that the influence of media on language will only continue to strengthen. Artificial intelligence, automatic text generation, voice assistants, and new forms of digital communication create additional conditions for the transformation of the language system. In this context, the need for a scientific understanding of these changes and the development of new approaches to the study of media language becomes increasingly important.

Contemporary linguistic processes are largely shaped under the influence of mass media and digital platforms. Media contribute to the accelerated renewal of vocabulary, the convergence of spoken and written speech, the formation of linguistic fashion, and the development of media discourse. They affect the evaluative and expressive aspects of language, stimulate linguistic creativity, and facilitate the spread of memes, precedent texts, and new communicative strategies. At the same time, media can simplify language, contribute to the spread of speech errors, and alter traditional norms, making their impact ambivalent. Globalization and digitalization create a hybrid linguistic environment in which cultural codes mix and language functions under constant intercultural interaction.



Thus, media act not only as a mirror of linguistic changes but also as an active factor in their formation and consolidation. In the digital age, studying the influence of media on language becomes particularly important for linguistics and media linguistics, as well as for the preservation of national linguistic identity.

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