

## ZUMER SLANG AS A SOURCE OF THE NEOLOGIZATION OF THE MODERN RUSSIAN LANGUAGE

**Islyamova Lenara Selimovna**

Lecturer, Jizzakh State Pedagogical University

**Rakhmonova Orzugul**

Student, Jizzakh State Pedagogical University

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**Abstract.** This article examines Zoomer slang as one of the leading sources of neologization in the modern Russian language in the context of digital communication. It examines the structural, semantic, and word-formation mechanisms of new lexemes, identifies patterns of Anglicism adaptation, processes of semantic derivation, and the morphological integration of borrowings. The influence of social media and artificial intelligence technologies on accelerating linguistic change is analyzed.

**Keywords:** neologization, youth slang, Generation Z, digital communication, internet vocabulary, language norm, Anglicism, artificial intelligence.

**Introduction.** The beginning of the 21st century is characterized by intense changes in the linguistic system, driven by globalization, digitalization, and the mediatization of society. According to L.P. Krysin and E.A. Zemskaya, language contacts and social transformations have traditionally been key factors in lexical renewal.

Today, digital platforms – primarily TikTok, Telegram, and YouTube – are the primary venues for young people's linguistic socialization. It is in this environment that so-called "Zoomer slang" is formed, a lexical layer that actively influences the development of the modern Russian language.

The concept of "slang" is increasingly gaining attention in modern philology. Currently, there are numerous definitions of slang, often contradictory. What remains undeniable is that in modern Russian, slang is the most fluid form of vocabulary, accurately reflecting the linguistic worldview of representatives of a particular culture. [5]

**Research methodology.** A zoomer is a representative of today's youth, the so-called Generation Z – people born roughly between the mid-1990s and early 2010s. They grew up in the era of smartphones and social media and have their own unique language – modern slang. The word "zoomer" originated in English as a counterpoint to the baby boomer generation. Initially, the term was used ironically, but later became neutral.

Understanding the Zoom generation is important because they are shaping the future of society. And first and foremost, when we talk about understanding, we mean language. Today's teenagers and young adults use a lot of slang in their communication.

Slang isn't just a "fashionable word." It's a way to brand oneself, quickly convey emotions, and build group identity. For teenagers and young adults, it serves three main functions:

- Communicative – slang words are short, expressive, and often metaphorical;
- Identification – "insiders" understand each other, while "outsiders" remain outside the circle;
- aesthetic/playful – language as a creative field: puns, irony, emoticons, memes. [1]

Youth slang is a special type of language that young people frequently and happily use in communication. It is quite fluid, constantly being supplemented with new words and expressions. [6] Of course, some slang words remain popular for several generations (to "tusovka" means "party," or "hang out" means "spending a lot of time somewhere"), but new slang words that are incomprehensible to young adults and even boomers regularly emerge.



All words can be roughly divided into several large groups: characteristics of people, characteristics of situations and states, and verbs. Most Zoomer neologisms are Anglicisms:

- cringe – a feeling of awkwardness;
- vibe – atmosphere, mood;
- flex – to demonstrate superiority;
- hate – negativity, bullying;
- rofl – a funny situation.

Such slangs often undergo active morphological adaptation: hate – hater – to hate, flex – flexer – to flex, and these borrowings are quickly incorporated into the Russian word-formation system.

The digital environment is becoming a powerful generator of lexical innovation. New words arise due to the development of technology and AI (artificial intelligence):

- neural network — an artificial intelligence system;
- scam — deceive someone online;
- deepfake — a fake video;
- repost — republish something.

Zoomer slang is actively adopting Russian word-formation patterns, which demonstrates its systematic nature:

- Suffixal derivation: cringe, vibe, toxic – toxic.
- Verb formations with the suffix -it: hate, flex, bait.
- Contamination and hybridization: infogypsy, doomscrolling.
- Truncation: admin, stream, content. [4]

Other popular slang terms include:

- Vibe – atmosphere, mood;
- Life – a common life situation;
- Imba – cool;
- Cute – sweet, attractive;
- Yell – to laugh out loud;
- Random – random;
- Spoiler – revealing plot details of a movie or book too early, ruining the enjoyment of watching or reading;
- Trash – something bad that doesn't live up to expectations;
- Check – to check;
- Use – to use. [3]

Zoomer slang is an important source of neologization in modern Russian. Its characteristics include internationality, digital connotations, expressiveness, and high word-formation productivity.

The processes taking place in the youth Internet environment demonstrate that neologization is systemic and reflects social, technological and cultural transformations of society. [2]

Thus, Zoomer slang is one of the most active sources of neologization in the modern Russian language, reflecting the dynamics of social, cultural, and technological change. Lexical units emerging in Generation Z speech are shaped by the digital environment, social media, internet communication, globalization, and cross-linguistic contact, primarily with English. Such words and expressions not only serve as a means of group identification and emotional expression but are also gradually penetrating everyday communication, media discourse, and even public speech.

An analysis of Zoomer slang shows that the neologization of the modern Russian language is characterized by a high rate of vocabulary renewal, active word formation, semantic transformations, and the adaptation of borrowings to Russian language norms. Despite the short-



lived nature of some slang units, many have the potential to become entrenched in the language system and transition from youth usage to general linguistic practice.

**Conclusion.** At the same time, the spread of Zoomer slang has generated mixed reactions: on the one hand, it demonstrates the flexibility and adaptability of the Russian language, its ability to respond to the challenges of the times; on the other, it raises questions about preserving literary norms and linguistic culture. Therefore, the study of youth slang is an important area of modern linguistics, allowing us to trace the mechanisms of linguistic change, the characteristics of young people's communicative behavior, and the prospects for the development of the Russian language in the digital age.

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