



Linguistic Globalization and its Reflection in Modern Russian Language



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Abstract:

This article explores the impact of linguistic globalization on modern Russian. It examines the processes of lexical borrowing, stylistic and grammatical changes, and the emergence of new communicative strategies. Particular attention is given to the dominance of English as the primary source of loanwords, their integration into Russian, and the challenges posed to linguistic identity. The article also suggests measures to balance linguistic globalization with preserving the uniqueness of the Russian language, including promoting native equivalents, educational initiatives, and language policy development.

Keywords: linguistic globalization, modern Russian, loanwords, English influence, grammatical changes, linguistic identity, language policy.

Linguistic globalization is a dynamic process that transforms languages into tools of integration and interaction between cultures. Russian, as one of the global languages, has experienced significant influence under globalization, especially through lexical borrowing, stylistic shifts, and the emergence of new communicative strategies. While globalization has positive and negative consequences for the Russian language, understanding its mechanisms and implications remains critical.

One of the primary manifestations of linguistic globalization in modern Russian is the adoption of loanwords, primarily from English. This trend is driven by English's dominant role in international communication, science, business, and culture. Terms such as "gadget," "startup," "podcast," "hype," and "teambuilding" are now frequently used in daily and professional speech. Borrowed words often fill lexical gaps in Russian, such as "crowdfunding" (collective financing) or "streaming" (real-time broadcasting), which previously lacked direct equivalents. According to

Krysina L. P., borrowings are necessary tools for adapting the language to changes in socio-cultural and technological contexts [1, p. 45].

Globalization influences not only the introduction of new words but also changes in their usage. For example, the word "like," originating from English social media contexts, has evolved into a spoken term expressing approval or preference in Russian. This demonstrates how loanwords not only integrate into the language but also transform, acquiring new meanings. However, this process can lead to stylistic challenges as Russian speakers strive to incorporate such words into traditional linguistic frameworks [2, p. 112]. Another important aspect of linguistic globalization is the alteration of grammatical norms. English calques such as "делать смысл" (make sense) and "иметь значение" (have meaning) increasingly appear in Russian speech. These constructions are gradually becoming perceived as normative, sparking debates among linguists about preserving the purity of the Russian language. As noted by Vendina T. I., globalization introduces new stylistic and grammatical phenomena that require deliberate linguistic regulation [3, p. 89].

While globalization enriches the vocabulary and simplifies international communication, it also poses a threat to linguistic identity. The mass adoption of foreign words, particularly in media and advertising, can overshadow native Russian terms. For instance, "бренд" (brand) increasingly replaces "товарный знак" (trademark), and "питчинг" (pitching) substitutes "презентация" (presentation). This trend could result in a loss of linguistic distinctiveness. As Ivanova E. S. emphasizes, balancing borrowings with the development of native linguistic resources is crucial [4, p. 78].

To mitigate the negative impact of globalization, measures to preserve linguistic identity must be implemented. Promoting Russian equivalents of borrowed words is one such approach. For example, using "делиться" (to share) instead of "шерить" or "обратная связь" (feedback) instead of "фидбек" helps maintain linguistic clarity and accessibility. Developing language policies to regulate the use of loanwords in official documentation and media is another effective strategy. For instance, restricting the use of foreign words in legislative texts and educational programs can help preserve Russian's cultural integrity. Education plays a pivotal role in addressing these challenges. Incorporating discussions on linguistic culture and globalization into school and university curricula can encourage students to make conscious lexical choices. Courses analyzing the comparative use of Russian and borrowed terms foster critical thinking and linguistic awareness among learners [5, p. 134].

In conclusion, linguistic globalization is a multifaceted phenomenon that significantly influences modern Russian. Borrowings, grammatical changes, and new stylistic models reflect the language's adaptation to evolving communication needs. However, preserving the uniqueness of the Russian language requires not only awareness of these changes but also proactive regulatory measures. A comprehensive approach involving educational, normative, and cultural strategies will safeguard linguistic identity while fostering the Russian language's development in the globalized world.

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