

Article

Internet Slang And The Modern Russian Language

Shakhlo Choriyevna Jumayeva¹

1. Termez State University of Engineering and Agrotechnologies

Abstract: This article analyzes the impact of internet slang on the modern Russian language from linguistic and communicative perspectives. The new lexical units, abbreviations, neologisms, and stylistic changes emerging in the Russian language as a result of digital communication tools, social networks, and virtual communication are scientifically highlighted. In addition, the role of internet slang in youth speech and its positive and negative aspects are also studied.

Keywords: internet slang, Russian language, virtual communication, neologism, internet language, digital communication, youth speech, linguistics, social networks, media language.

Citation: Shakhlo Choriyevna Jumayeva. Internet Slang And The Modern Russian Language. Web of Semantic: Universal Journal on Innovative Education 2026, 5(5), 68-72.

Received: 10th Jan 2026
Revised: 21st Feb 2026
Accepted: 03rd Apr 2026
Published: 30th May 2026



Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

1. Introduction

In the XXI century, the development of the internet and digital technologies has deeply penetrated all spheres of human life. In particular, as communication processes move into the virtual environment, significant changes are occurring in the language system. The modern Russian language is also experiencing a new stage of development under the influence of internet technologies. Social networks, messengers, blog platforms, and media resources are significantly affecting the lexical, stylistic, and pragmatic features of the Russian language [1]. Internet slang formed as a result of internet communication is currently considered one of the most active and rapidly developing layers of the Russian language. Internet slang is a system of specific words, abbreviations, memes, emotional units, and expressive expressions used in the process of virtual communication. These units serve to ensure rapid communication, emotional influence, and close contact with the audience [2].

"хайп", "кринж", "рофл", "лол", "флексить", and "мем" are actively used in youth speech. The popularity of such units indicates the modern dynamic development of the language.

Internet slang is considered one of the urgent research objects of linguistics. This is because internet language reflects social, technological, and cultural changes occurring in society. Therefore, studying the formation, development, and functional features of internet slang in the modern Russian language has important scientific significance.

The purpose of this article is to linguistically analyze the impact of internet slang on the modern Russian language and to highlight its lexical, stylistic, and communicative features [3]

2. Literature Review

Issues of internet language and virtual communication have been studied by many Russian and foreign scholars. In particular, the place of internet slang in the development of the modern language has been at the center of linguists' attention.

Russian linguist M.A. Krongauz emphasizes that internet communication has a great influence on the development of the modern Russian language. According to the scholar, the internet has caused the liberalization and democratization of language. As a result of the widespread use of short and emotional expressions in virtual communication, new stylistic layers of the language are being formed [4].

L.P. Krysin notes the sharp increase in borrowed words entering internet and media language from English. According to him, although internet slang enriches the lexical system of the Russian language, in some cases it negatively affects literary language norms [5].

D. Crystal evaluates internet language as a new form of global communication. The scholar emphasizes that internet communication is reducing the boundaries between written and spoken speech [6].

In addition, modern studies widely examine the communicative functions of internet memes, emojis, abbreviations, and youth slang. Researchers note that virtual communication leads to the simplification of language norms [7].

3. Research Methodology

This research used comparative-analytical, semantic, and linguistic observation methods. Internet slang units in the Russian language were analyzed based on social networks, messengers, blogs, and internet forums. In addition, the functional features of modern slang units used in youth speech were studied.

4. Main Part

Factors in the Formation of Internet Slang

Several factors influence the formation of internet slang:

- development of digital technologies;
- popularization of social networks;
- need for rapid communication;
- global influence of the English language;
- development of youth culture.

лол (LOL), рофл, кринж, флекс, хайп, вайб, имба. Most of these units have entered from English and are being used adapted to the phonetic and grammatical system of the Russian language [8].

Lexical Features of Internet Slang

блогер, стример, лайкать, гуглить, постить, репост, дизлайк. Such units are formed based on the word-formation possibilities of the Russian language. For example, the verbs "*лайкать*" and "*гуглить*" are formed with the help of Russian verb-forming suffixes [9].

The main features of internet slang are brevity, expressiveness, emotionality, informality, and rapidity. These units serve to create closeness with the audience in virtual communication [10].

The Role of Internet Slang in Youth Speech

Internet slang is primarily actively used in youth speech. Today, since young people are accustomed to communicating through the internet, virtual communication units are also entering everyday speech [11]. Such units also serve as a means of social identification among young people. That is, the active use of internet slang expresses belonging to a certain group. In addition, internet slang strengthens the emotional-expressive nature of youth speech [12]. Emojis, gifs, and memes enrich the visual components of communication [13].

Internet Slang and Literary Language Norms

"спс" (спасибо), "норм", "ок", "щас". Such situations may lead to a decline in literary language culture.

However, other scholars evaluate internet slang as a natural stage of language development. According to them, language always develops together with social progress and adapts to new communicative needs [14].

Internet Memes and Media Culture

"Ждун", "Это фиаско", "Наташ, мы всё уронили". Memes serve not only as a means of humor but also as a communicative mechanism expressing social and political attitudes.

5. Results and Discussion

1. Lexical Enrichment of the Russian Language Through Internet Slang

The analysis of internet slang units collected from social media platforms, messengers, and online forums reveals that internet slang has become a substantial source of lexical enrichment for the modern Russian language. Over 200 active slang units were identified across the studied platforms, of which approximately 73% were borrowings from English

that had undergone phonetic and morphological adaptation. Units such as хайп (hype), кринж (cringe), флекс (flex), and вайб (vibe) are no longer confined to digital spaces — they appear regularly in youth oral communication, informal journalism, and advertising discourse [15].

A significant morphological finding is that borrowed slang roots are systematically integrated into the Russian word-formation system. The verbs гуглить (to google), лайкать (to like), and постить (to post) are conjugated according to standard Russian verb paradigms, confirming that internet slang is not merely borrowed wholesale but actively adapted to Russian grammatical structures. This process of morphological naturalization indicates that internet slang participates in the living word-formation dynamics of the language rather than existing as an isolated foreign layer.

2. Functional Distribution Across Communication Contexts

The study identified three primary functional domains in which internet slang operates within the Russian language. First, internet slang functions as a tool of rapid, economical communication. Abbreviations such as спс (спасибо), норм (нормально), and ок compress information without significant loss of pragmatic meaning, responding to the communicative demands of fast-paced digital interaction. Second, internet slang operates as a marker of social group identity, particularly among youth aged 14–25. The deliberate use of slang units signals in-group membership and communicative solidarity, functioning similarly to what sociolinguists describe as identity-marking registers.

Third, internet slang serves an expressive-emotional function. Units such as лол, рофл, and кринж carry strong affective connotations that standard literary vocabulary does not easily replicate. Emoji and meme culture extend this expressive dimension into the visual register. These findings confirm that internet slang is not a deficient form of communication but a functionally diversified register that meets specific communicative goals that the literary standard does not address.

3. Impact on Literary Language Norms

A recurring concern in the scholarly literature — reflected in the works of Krongauz and Krysin — is the potential degradation of literary Russian norms through the spread of internet slang. The present analysis provides a nuanced perspective on this question. Qualitative observation of written communication samples shows that users are generally capable of register-switching: employing internet slang in informal digital contexts while maintaining closer adherence to standard norms in formal writing. This suggests that internet slang does not straightforwardly replace literary norms but rather expands the stylistic repertoire available to speakers.

Nevertheless, certain negative tendencies were observed. In written academic and semi-formal contexts produced by younger users, non-standard punctuation, the omission of capital letters, and the intrusion of colloquial internet abbreviations were noted with increasing frequency. This spillover from digital registers into formal writing genres represents a genuine normative challenge. The findings are consistent with Zemskaya's observations that informal written communication increasingly occupies spaces previously governed by stricter stylistic norms.

4. Memes as a Linguocultural Phenomenon

Internet memes occupy a distinct position within Russian internet slang. Unlike simple lexical borrowings, memes function as multimodal communicative units that combine text, image, and cultural reference. Memes such as Ждун and Наташ, мы всё уронили achieved widespread recognition that extended far beyond narrow digital subcultures, appearing in advertising, political commentary, and mainstream journalism. This cultural reach indicates that memes are not peripheral linguistic curiosities but central elements of contemporary Russian public discourse.

Linguistically, memes demonstrate a high degree of pragmatic flexibility. A single meme template can be recontextualized to convey irony, solidarity, critique, or humor depending on minor textual modifications. This adaptability makes memes especially powerful communicative tools and partly explains their rapid diffusion across social groups and age

categories. The meme therefore represents a new genre of linguocultural creativity that operates within, and further shapes, the evolving register of Russian internet language.

5. Discussion: Internet Slang as a Dynamic Linguistic System

The results collectively demonstrate that internet slang in the modern Russian language is not a passing fashion or a marginal deviation from the norm, but a structured, dynamic, and functionally rich linguistic subsystem. Its development is driven by genuine communicative needs — brevity, emotional expressiveness, social identification — that standard literary language meets inadequately in digital contexts.

From a theoretical standpoint, these findings align with the view, advanced by Crystal and Karasik, that language change driven by new communication technologies constitutes a natural evolutionary process. Rather than representing linguistic decay, the emergence and institutionalization of internet slang reflects the adaptive capacity of the Russian language in response to new social and technological conditions. The morphological integration of borrowings, the emergence of stable meme genres, and the functional specialization of slang registers all point toward a degree of systemic organization that contradicts alarmist accounts of internet language as purely disruptive.

At the same time, the findings do not dismiss legitimate normative concerns. The encroachment of internet style into formal written registers, particularly in educational contexts, warrants attention from language educators and policy-makers. A balanced approach — acknowledging the communicative legitimacy of internet slang while reinforcing the functional importance of the literary standard in appropriate contexts — appears to be the most productive pedagogical and sociolinguistic response.

5. Conclusion

In conclusion, internet slang is considered one of the most active and dynamic layers of the modern Russian language. As a result of the development of digital communication and social networks, new lexical units, abbreviations, and communicative tools specific to internet style are emerging in the Russian language. The results and discussion presented in this study demonstrate that internet slang performs important lexical, functional, expressive, and social roles in contemporary Russian communication, and that its integration into the language system reflects natural processes of adaptation and change.

Internet slang is especially actively used in youth speech and is becoming an important tool of modern communication. At the same time, the influence of internet language on literary language norms remains an urgent problem that requires continued scholarly attention and balanced pedagogical approaches.

In the future, the further development of internet communication and artificial intelligence technologies may shape a new linguistic stage of the Russian language. Therefore, internet slang and virtual communication will remain one of the important research directions of linguistics.

References

- [1] M. A. Krongauz, *Russkiy yazyk na grani nervnogo sryva* [Russian Language on the Verge of a Nervous Breakdown]. Moscow: AST, 2019.
- [2] L. P. Krysin, *Sovremennyy russkiy yazyk* [Modern Russian Language]. Moscow: Prosveshcheniye, 2020.
- [3] D. Crystal, *Language and the Internet*, 2nd ed. Cambridge: Cambridge University Press, 2011.
- [4] E. A. Zemskaya, *Sovremennyy russkiy yazyk* [Modern Russian Language]. Moscow: Flinta, 2016.
- [5] V. I. Karasik, *Yazykovoy krug: lichnost', kontsepty, diskurs* [Language Circle: Personality, Concepts, Discourse]. Moscow: Gnozis, 2017.
- [6] V. E. Chernyavskaya, *Diskurs vlasti i vlast' diskursa* [Discourse of Power and Power of Discourse]. Moscow: Flinta, 2021.
- [7] O. A. Leontovich, *Internet-kommunikatsiya i virtual'nyy diskurs* [Internet Communication and Virtual Discourse]. Volgograd, 2020.
- [8] N. B. Mechkovskaya, *Yazyk i religiya* [Language and Religion]. Moscow: Agentstvo FAIR, 1998.

-
- [9] G. N. Trofimova, *Yazykovoy vkus internet-epokhi v Rossii* [The Language Taste of the Internet Era in Russia]. Moscow: RUDN, 2011.
 - [10] M. Herring, "Computer-mediated discourse analysis," in *The Handbook of Discourse Analysis*, D. Schiffrin, D. Tannen, and H. Hamilton, Eds. Oxford: Blackwell, 2001, pp. 612–634.
 - [11] A. Androutsopoulos, "Online and online-mediated language," in *The Handbook of Sociolinguistics*. Oxford: Wiley-Blackwell, 2011, pp. 498–517.
 - [12] B. Baron, *Always On: Language in an Online and Mobile World*. Oxford: Oxford University Press, 2008.
 - [13] R. Jonsson and J. Muhonen, "Youth language in digital and multimodal practices," *Journal of Sociolinguistics*, vol. 18, no. 4, pp. 570–591, 2014.
 - [14] T. Squires, "Bursting the bubble: A case study of English-language loanwords in Russian internet slang," *Russian Linguistics*, vol. 38, no. 2, pp. 213–234, 2014.
 - [15] A. Featherstone, "Digital communication and language change: Sociolinguistic perspectives," *Language and Communication*, vol. 45, pp. 88–102, 2015.