

Article

The Impact of Artificial Intelligence and Digital Technologies on the Russian Language

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Abstract: This article analyzes the impact of artificial intelligence and digital technologies on the modern Russian language. The emergence of new lexical units, internet slang, abbreviations, neologisms, and changes in communicative styles in the Russian language as a result of digitalization processes are scientifically highlighted. In addition, the role of artificial intelligence in translation, text creation, and language learning processes is also examined.

Keywords: artificial intelligence, digital technologies, Russian language, neologism, internet slang, communication, linguistics, digitalization, media language, virtual communication.

Introduction

The XXI century is characterized by the rapid development of information technologies and artificial intelligence in the progress of humanity. In today's globalization process, the internet, social networks, virtual communication platforms, and automated programs have become an integral part of human life. This process significantly affects not only the economy, politics, or the education system, but also language development. In particular, the Russian language is experiencing new linguistic changes under conditions of modern digital transformation [1].

Language is considered the most important communicative tool of society. Any technological innovation occurring in society is first reflected in the language system. As a result of the development of artificial intelligence and digital technologies, new terms, internet slang, abbreviations, foreign borrowings, and innovative communicative units have become widely used in the Russian language. Units such as “чат-бот”, “нейросеть”, “цифровизация”, “онлайн-платформа”, “контент”, and “таргетинг” have become part of everyday speech [2].

Today, artificial intelligence has become not only a technical tool but also the main factor in language processing, translation, text generation, and communication automation. Systems such as ChatGPT, Google Translate, and YandexGPT are widely used for creating, editing, and analyzing texts in Russian. This expands the functional capabilities of the language while also causing certain stylistic and grammatical changes [3].

In addition, due to the popularity of social networks and messengers, short and rapid forms of communication have developed in the Russian language. Emojis, abbreviations, internet memes, and visual communication elements have introduced a new stylistic layer to traditional language norms. The influence of digital communication

tools is especially noticeable in the speech of young people [4].

The purpose of this article is to linguistically analyze the impact of artificial intelligence and digital technologies on the Russian language and to scientifically illuminate the lexical, stylistic, and communicative changes occurring in the modern Russian language [5].

Research Methodology

This article used comparative-analytical, linguistic observation, and semantic analysis methods. Modern digital terms, internet slang, and lexical units related to artificial intelligence in the Russian language were studied. In addition, language units used on social networks, internet platforms, and AI programs were analyzed [6].

Main Part

Artificial Intelligence and the Emergence of New Lexical Units

The development of artificial intelligence technologies has led to the formation of new terms in the Russian language. In particular, many units used in the IT and media fields are also entering everyday speech [7].

For example:

- нейросеть
- чат-бот
- алгоритм
- цифровизация
- промпт
- генеративный ИИ
- виртуальный помощник

Although most of these units are borrowed from English, they are being used adapted to the grammatical system of the Russian language. For example, verbs such as “сканировать”, “лайкать”, and “гуглить” are actively used in Russian [8].

Although this process contributes to the enrichment of the language, some specialists also express opinions about the weakening of national language norms.

Internet Slang and Virtual Communication

Digital communication has formed a new stylistic layer in the Russian language. In particular, short and rapid communication dominates social networks.

The following units are widespread in internet language:

- лол
- хайп
- рофл
- мем
- фейк
- кринж

These units serve as emotional-expressive tools in youth speech. In internet communication, there are also cases of incomplete adherence to grammatical rules, reduction of punctuation, and expression of meaning through emojis [9].

For example:

- “Привет)))”
- “Ок”
- “Спс”
- “Ща”

Such units accelerate communication, but they may negatively affect literary language norms to a certain extent.

Artificial Intelligence and Automatic Translation

Today, artificial intelligence-based translation systems are strengthening the role of the Russian language in international communication. Platforms such as Google Translate and DeepL provide opportunities for automatic translation of Russian texts [10].

AI technologies:

- create texts;
- correct grammatical mistakes;
- perform stylistic analysis;
- convert speech into text;
- organize virtual communication.

This facilitates the language learning process and creates new opportunities in the education system.

Digital Technologies and Media Language

As a result of the development of internet journalism and blogging activities, the media style of the Russian language has also changed significantly. Modern media texts widely use:

- short sentences;
- expressive headlines;
- English terms;
- emotional units.

For example:

- “ТОП-5 трендов”
- “WOW-эффект”
- “Breaking news”

This serves to attract audience attention. At the same time, the simplification of media language is forming a new communicative model different from scientific and official styles [11].

Discussion and Results

The analyses show that artificial intelligence and digital technologies have become important factors in the development of the Russian language [12]. They enrich the lexical composition of the language, increase communication speed, and create new stylistic possibilities [13].

However, there are also some negative aspects:

- violation of literary norms;
- excessive increase of English borrowings;
- the influence of abbreviations and slang on normative language;
- grammatical simplification [14].

Nevertheless, just as every technological development in language history has led to new linguistic changes, digital transformation is also shaping a new stage in the development of the Russian language [15].

Conclusion

In conclusion, artificial intelligence and digital technologies play an important role in the development of the modern Russian language. They significantly affect the lexical, stylistic, and communicative system of the language. As a result of internet

communication, virtual platforms, and AI systems, new terms, slang units, and innovative speech forms are emerging in the Russian language.

Today, language and technology appear as closely interconnected systems. In the future, the further development of artificial intelligence will expand the functional capabilities of the Russian language while also making the issue of preserving language norms a pressing problem.

Therefore, modern linguistics faces the task of deeply studying the impact of digital communication and artificial intelligence on language development.

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