

THE ROLE OF NEONOMINATION IN EXPANDING THE VOCABULARY OF THE RUSSIAN LANGUAGE

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Abstract:

This article examines the role of neonominations in replenishing the vocabulary of the Russian language, and discusses the intralinguistic and extralinguistic causes of the emergence of new speech elements.

Keywords: language fashion, lexicon, morpheme, Anglicisms, word production, word-formation model, internationalization.

Introduction

Speech activity is an integral part of human mental life. Language is a unique communication system inherent only to humans and used by them in social interaction. Language is an ordered set of linguistic signs intended for the transmission, receipt and processing of information. According to psychologists, the prerequisites for the emergence of language were, on the one hand, the ability of ancient people to imitate sounds, and on the other, their need to express their own needs and exchange opinions. The development of language occurred in parallel with the formation of man as a social being in the course of labor activity.

Language is a dynamic and mobile system, its development is closely connected with social changes. The evolution of language is influenced by both internal, linguistic factors and external, extralinguistic ones. Linguistic reasons for changes are rooted in the development of the language system itself, caused by internal contradictions. If, however, in the process of language functioning and changes in social conditions, transformations of connections between language units occur, we are talking about extralinguistic factors. The main components of the language system are vocabulary (word as a unit) and grammatical structure. The lexical level of language is most susceptible to changes caused by external factors, while grammar and phonetics are more resistant to them. Transformations of the social situation, the emergence of new concepts and realities, on the one hand, and the "departure" of obsolete and irrelevant phenomena, on the other, determine these changes.

MAIN PART

One of the most important factors in the development of a language is the enrichment of the vocabulary with new lexical units. The dynamics of language development are so noticeable that even a person who has no relation to the language from a professional point of view cannot help but feel it. Changes in language are especially acutely felt at the peak of major social events. The coronavirus epidemic that swept the world in 2019 contributed to the emergence of new words:



«удаленка», «пандемия», «ковид», «локдаун», «социальная дистанция», «дистанционка» and others. These words have spread at a speed no less than the speed of the virus itself. As a means of communication, language undergoes great changes. The changes taking place in society cause the need for their adequate naming. The process of replenishing the dictionary can occur with varying degrees of intensity, which increases precisely during periods of social and natural cataclysms. Evidence of this is the coronavirus epidemic.

It is known that the reason for the rapid processes in word formation are intralinguistic and extralinguistic reasons. Extralinguistic reasons, in particular social ones, accelerate the process of the emergence of new speech elements. For example, the laws of economy of speech means work precisely when the rhythm and pace of life accelerate. Excessive expansion of suffix-free formations, such as прикид, нал (наличные), криминал, негабарит, афган, напряг etc. Perhaps, here we also pay tribute to the linguistic fashion inherent in our time. The use of new words by wide sections of the population indicates that these words name important social phenomena. Therefore, it would be advisable to get acquainted with them, recognize them, and know how to use them correctly. Behind the active penetration of new words into our lives is not only our desire to keep up with the times, for some to pay tribute to fashion, but also the fear of missing something new, important. As a result, we strive to master something new in the language: through them we satisfy the needs behind this new

Let's look at some examples. The word "фейк" has long been used in the lexicon of Russian speakers. Its synonyms are "false". Currently, it denotes false information created with the purpose of misleading Internet users. The First Channel of Russian Television broadcasts the program "Антифейк", where presenters, politicians, and experts expose false information related to events in Ukraine. It is easy to notice in this concept the spirit of the times, when such a stream of information is poured out on people that it is difficult to understand where the truth is and where fiction is. The word "селфи" is of English origin meaning attitude towards oneself. In Russian, it has an analogue - the reflexive postfix -ся(сь)- (compare: возвращаюсь, одеваюсь). The word arose when front cameras appeared on smartphones, and people had the opportunity to take pictures of themselves. Today, this phenomenon has acquired mass proportions and is considered a symbol of our time.

As already noted, the acceleration of the pace of life leads to the economy of linguistic resources. The intense and fast pace of life requires a person to use his time rationally. The efficiency of our work, our mental and physical health depend on how wisely we manage our time. Naturally, in these conditions such concepts as "тайм-менеджмент", "лайкать" - post a comment using a special button, thereby expressing approval.

The times when people used warm, encouraging words of support to express approval are long gone. Now there is simply no time for this, it is enough to press a button. You will inevitably remember the immortal: «О времена, о нравы!». All the mentioned words have been added to the dictionaries over the past 5-6 years. New words from the dictionary can tell you what problems worry society, what discourses prevail in society. Knowing this will help you understand: a passive or active role we play in relation to them.

Looking through dictionaries from time to time, we can notice that each era has its own iconic words: тусовка, модель, крутой, зож, пиар, блогер, тик-ток, дисплей, файл, интерфейс, принтер, сайт, чат and others. Many phraseological combinations have also become the face of



the times: новые русские, средний класс, шоковая терапия, теневая экономика, пакет предложений, момент истины, русскоязычное население, лицо кавказской национальности, страны ближнего (дальнего) зарубежья, группа поддержки.

According to E.A. Zemskaya, the most active methods of word formation remain affixal. The Russian language contains a whole class of word formation affixes, most of which are of Greek-Latin origin. Nowadays, individual word formation models are recorded as word formation innovations. For example, a small number of words with the negative prefix -нон- of English origin: нонконформизм, нон-стоп, нонфакт and others. Such morphemes as -арт-, блиц-, веб-, гала-, масс-, медиа-, интернет- have a high degree of productivity: арт-выставка, арт-группа, арт-галерея, арт-группировка арт-директор, блиц-интервью, блиц-опрос, веб-дизайн, веб-семинар, гала-концерт, масс-медиа, медиа-менеджер, медиа-брокер, медиамаркет, медиамагнат, интернет-кафе, интернет-реклама. The English suffix -инг- has long been established in the word-formation system of the Russian language: шопинг, консалтинг, мониторинг, маркетинг, but despite this, it never became a derivational formant in the literary language.

Analysis of borrowed vocabulary shows that Anglicisms are the most active in the borrowing process. There are areas of human activity where Anglicisms have completely taken over the lexical space: sports, music, trade. They also fill in the gaps in old names: «плейофф» - game after a draw, «овертайм» - overtime in hockey. We cannot imagine the financial world of our days without the concepts: инвестиции, брокер, бартер, дилер, фьючерсы and others. Borrowings go beyond the scope of specialized vocabulary and become the property of the general public: спонсор, имиджмейкер, шоу, шоумен, презентация, арт-стиль.

CONCLUSION

Analyzing the language of the media and the Internet, we can note the noticeable intensity of the word-formation processes. The active side of the language system was the unity of the formal and semantic plans of word formation. The number of new formations has recently reached impressive proportions. Statistics show that the most productive were word-formation models with the meaning of a person's activity, abstract names, and specific objects. These processes affect all spheres and areas of our life. The reasons for the activation of word-formation processes can be called the increased need to name new phenomena of objects, the global trend towards the internationalization of the lexical fund, the need to replenish missing names, replenish the language with more expressive means, the perception of a foreign word as more prestigious and, of course, socio-psychological reasons play an important role. A person is a living being who cannot but react to the changes taking place in real life. His reaction to these changes is manifested in his thinking, emotions, behavior, and as a result of all this - in his speech.

It would be nice if people would approach the issue of using borrowed words in their speech wisely: after all, everything is good in moderation, and the Russian language is so rich, expressive and beautiful that it does not need excessive and unreasonable, sometimes inappropriate additions of elements of another language.



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