

RUSSIAN LANGUAGE IN MEDIA AND COMMUNICATIONS

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Abstract: This article is devoted to the analysis of the role of the Russian language in modern media and communications, as well as its significance in the global information space. In the context of rapid changes in communication processes, the Russian language retains its influence in the international media space, remaining an important tool for transmitting information to a wide audience. The article examines the use of the Russian language in the media (press, television, radio, Internet media, social networks), its communicative features, role in official and unofficial discourse, as well as trends in the development of media language. Particular attention is paid to the functioning of the Russian language in mass culture, political communication and commercial advertising. The study analyzes such aspects as the variability of the Russian language in the media environment, the formation of new means of mass expression, linguistic features of Internet communication and mechanisms of influence on the audience. It also considers strategies for transmitting information through language and images, language norms in the media, stylistic characteristics and specifics of the Russian language in the context of globalization of communication. The main objective of the article is to determine the role of the Russian language in the media and communication system, to identify its functional capabilities in the modern information space, and to study the linguistic and socio-cultural changes associated with its use. The study is aimed at highlighting the current aspects of the Russian language from the point of view of media linguistics, sociolinguistics and communicative linguistics, as well as analyzing its effectiveness in the media, Internet communication and business interaction.

Keywords: Russian language, media linguistics, communication, mass media, Internet media, social networks, information space, language norms, advertising language, political communication, global media.

Introduction

In the modern world, the media space plays a key role in shaping public opinion, transmitting information and intercultural communication. Mass media and digital platforms are becoming the main channels of interaction, where language performs not only communicative, but also cognitive, manipulative and



identification functions. The Russian language, being one of the leading languages of international communication, occupies a significant place in the global media field, providing access to various types of content, shaping discursive practices and influencing the linguistic picture of the world.

Over the past decades, information technology, the development of digital media and social networks have led to fundamental changes in the language space. The Russian language is adapting to new communication formats, actively integrating into the Internet environment, becoming a tool for professional and informal communication, political rhetoric, advertising strategies and cultural representation. In this regard, the study of the role of the Russian language in media and communications is a pressing scientific problem that requires comprehensive consideration from the point of view of media linguistics, sociolinguistics and communicative linguistics. This study is aimed at analyzing the features of the functioning of the Russian language in modern media, identifying its communication strategies and mechanisms of influence on the audience, studying the dynamics of language changes under the influence of digitalization and globalization. The work examines key aspects of media discourse, language norms in the media, the specifics of Internet communication, as well as the influence of social networks on language practice. The relevance of the study is due to the increasing role of digital technologies in the transmission of information, the need to study the mechanisms of adaptation of the Russian language to new conditions of media communication, as well as the influence of globalization on language processes. The Russian language in the media not only reflects modern socio-cultural trends, but is also a tool for the formation of new meanings, which makes its study an important area of scientific analysis.

The purpose of the study is to determine the features of the functioning of the Russian language in the media and communication system, to identify its main development trends, communication strategies and factors influencing its transformation in modern conditions. To achieve this goal, the following tasks are solved in the work:

- to characterize the role of the Russian language in various types of media discourse;
- to analyze the specifics of language changes in Internet communication and social networks;
- to study the impact of media texts on the audience from the point of view of linguistics and communication;





- to determine the lexical, grammatical and stylistic features of the Russian language in modern media;
- to identify the influence of globalization processes on the functioning of the Russian language in the media. The methodological basis of the study includes methods of discourse analysis, content analysis of media texts, cognitive-communicative and sociolinguistic approaches. The theoretical significance of the study lies in expanding scientific understanding of the language of media, its dynamics and mechanisms of influence, which contributes to an in-depth study of the processes of language transformation in the modern media space. The practical value of the work is due to the possibility of applying its results in the field of media linguistics, journalism, PR, advertising technologies, as well as in the practice of teaching Russian as a foreign language in the context of media communication.

The study allows not only to identify modern trends in the development of the Russian language in the media, but also to predict possible vectors of its further evolution in the digital age.

In the modern world, where information has become a key resource, language plays a vital role in shaping the media space and building communication. The Russian language, as one of the most common languages of international communication, is undergoing significant changes under the influence of digital technologies, social networks and the globalization of information flows. The analysis of these processes requires an integrated approach that combines various methods of linguistic, sociolinguistic and cognitive analysis.

The methodological basis for studying the Russian language in media and communications is built on several key principles: complexity, interdisciplinarity and dynamism. Complexity lies in the need to study language as a system functioning in various media formats - from the traditional press to digital platforms. An interdisciplinary approach involves the use of methods from various fields - media linguistics, cognitive linguistics, sociolinguistics and psycholinguistics. Dynamism reflects the fact that linguistic changes in the media occur at a high speed, which requires constant updating of methodological tools.

One of the main research methods is discourse analysis, which allows us to study the ways of organizing speech in media texts. Discourse in this context is understood not only as a set of linguistic means, but also as a social phenomenon that determines the ways of constructing meanings and ideological positions. Analysis of media discourse allows us to identify how language is used to



influence public opinion, what rhetorical strategies prevail in news and analytical materials, how the style of media texts changes depending on the audience and communicative goals.

An equally important tool is content analysis, which makes it possible to quantitatively measure the prevalence of certain linguistic phenomena. This method is used to identify the frequency of use of key words, terms, neologisms, borrowings, as well as to analyze the emotional coloring of media texts. For example, in political journalism, content analysis helps to identify which lexemes are most often used to create a certain image of political leaders or to shape public opinion on a particular issue.

Of significant importance in the study is cognitive-communicative analysis aimed at studying the mechanisms of meaning formation and the influence of media messages on the perception of the audience. This method is especially relevant in the era of digital communications, when users are faced with huge amounts of information presented in a compressed and visually rich form (for example, in the format of headlines, memes, infographics). The study of cognitive strategies used in media discourse allows us to understand how exactly the Russian language adapts to new conditions and what techniques allow us to achieve the maximum communicative effect.

Special attention is paid to sociolinguistic analysis, which helps to identify the influence of social factors on the functioning of the Russian language in the media. The development of digital platforms has led to the emergence of new forms of informal communication, where language norms are becoming more flexible. Social networks, blogs, forums facilitate the dissemination of colloquial elements, slang, Anglicisms, which leads to the stylistic polyphony of the modern media field. The sociolinguistic approach allows us to determine which user groups form language trends, how the norms of official and unofficial media discourse change, and how linguistic variability reflects sociocultural processes.

In addition, an important research tool is corpus analysis, which allows studying language trends based on large data sets. The use of digital text corpora, such as the National Corpus of the Russian Language, makes it possible to identify changes in the use of lexical and grammatical constructions, as well as track the dynamics of the emergence of new linguistic phenomena. Corpus analysis is especially useful for studying Internet communication, as it allows analyzing real examples of language use in the online environment.

The use of these methods in combination allows us to get a holistic idea of how the Russian language functions in modern media, what changes it



undergoes in the context of digitalization, how different user groups form new speech strategies, and how language is used to construct meanings and influence the audience.

Thus, the methodology for studying the Russian language in media and communications is based on a combination of linguistic, cognitive and sociolinguistic approaches, which allows for a comprehensive study of the dynamics of language processes. In the context of rapid changes in the media field, such an interdisciplinary approach is becoming a necessary analytical tool that promotes a deeper understanding of the role of the Russian language in the modern information environment.

Results and discussion

The analysis of the functioning of the Russian language in modern media and communications allowed us to identify a number of key trends reflecting the dynamic changes in the language environment under the influence of digital technologies, globalization and the transformation of traditional communication models. The study of various formats of media texts, from news publications to social media content, showed that the Russian language not only adapts to new conditions, but also actively forms new speech strategies and discursive practices.

1. Trends in the development of the Russian language in the media

One of the most important results of the study is the identification of the increasing hybridity of the Russian media discourse. In modern media, there is a combination of formal and informal style, which is due to the influence of Internet culture and the growing popularity of social networks. In traditional journalism, there is a tendency to comply with language norms, but in online publications, blogs and user content, the style is becoming more colloquial, which helps to enhance the emotional impact on the audience.

Active borrowing of Anglicisms and terms related to information technology, marketing, politics and media was also recorded. For example, words such as "fake news", "hype", "trend", "flash mob", "targeting" are actively used not only in the professional environment, but also in everyday communication. This indicates the expansion of international influence on the Russian language, as well as the growth of linguistic hybridity characteristic of the globalized information space.

2. The role of social networks and digital media

Social networks such as Instagram, Twitter, Telegram, YouTube, TikTok have a significant impact on the transformation of the Russian language. The



main feature of digital communications is the brevity of information, which leads to an increase in the popularity of laconic messages, memes, emoji and visually oriented content.

Analysis of texts in social networks showed that the language of media files increasingly includes elements of oral speech, such as slang, emphatic constructions, interjections and emotional expressions. This contributes to the formation of a new type of discourse, which can be characterized as interactive and personalized.

Moreover, the results of the study showed that social networks are becoming the main tool of political and social communication. Political discourse in the media increasingly includes not only traditional forms of rhetoric, but also elements of Internet culture, such as memes, hashtags and viral messages. Thus, the Russian language in digital media acquires new communicative functions, turning into a tool for mobilizing the audience and influencing public opinion.

3. The influence of media on language and public perception

The study showed that language in the media not only reflects changes in society, but also actively shapes its perception of reality. The use of various rhetorical strategies, manipulative techniques and stylistic devices in the media influences the audience's interpretation of events.

For example, euphemisms, hyperboles, emotionally charged expressions are actively used in political media discourses, which helps to create a certain information background. The terminology used in news headlines is often aimed at attracting attention, which leads to the spread of sensationalism and a decrease in the objectivity of information presentation.

One of the significant aspects of the study was the identification of differences in the language policy of traditional and new media. While print and large news agencies try to adhere to normative standards, digital platforms, including blogs and user-generated content, contribute to expanding the boundaries of the language norm, popularizing neologisms, playful forms of speech and informal constructions.

Conclusion

The conducted study allows us to conclude that the Russian language in modern media and communications is in a state of active transformation. Digitalization of the information space, the development of social networks and changes in media consumption contribute to the evolution of language norms, the emergence of new speech strategies and the expansion of the functional potential of the language.



Russian media discourse is becoming increasingly flexible, combining elements of formal and informal communication, which makes it accessible to a wide audience. Social networks are becoming the main testing ground for language experiments, which result in new forms of communication focused on brevity, visuality and emotionality.

Main findings of the study:

- Hybridization of the Russian language in the media, expressed in a combination of colloquial and formal style.
- The influence of digital technologies on the development of new forms of communication (memes, hashtags, emoji, viral messages).
- Expanding role of social networks as a platform for the formation of public opinion and political rhetoric.
- Reduction of linguistic normativity in Internet communication, popularization of slang, borrowings and neologisms.
- Manipulative potential of the language of the media, associated with the use of rhetorical strategies and emotional coloring.

Thus, the Russian language in the media and communications remains a powerful tool of influence, but at the same time is subject to intensive changes under the influence of the digital era. In the future, the study of these processes can help to better understand the mechanisms of the formation of public consciousness, as well as develop effective media communication strategies that take into account the features of the modern language space.

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