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## SPEECH INNOVATIONS OF YOUTH: DERIVATIONAL ASPECT

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**Abstract.** At the present stage, youth online communication has become a space for active linguistic experimentation, resulting in the emergence of lexical innovations that represent reality in distinctive ways. The article is devoted to the study of occasional derivation processes that give rise to specific speech innovations.

The aim of this study is to describe the structural characteristics and morphological features of neonominations functioning in the speech of participants of student thematic communities on the social network "ВКонтакте", as well as to identify the factors contributing to the activation of word-formation processes.

The main research method is descriptive, based on direct observation of speech data. To collect the research data, the method of complete sampling of comments on a social network was applied. By means of word-formation analysis the derivational models of neologisms created and disseminated in the speech of representatives of the younger generation are identified.

The conducted research demonstrates that the intensification of occasional word-formation reflects a tendency toward increased expressiveness in speech. Among the productive derivational strategies are suffixation, compounding, truncation, contamination, and abbreviation.

Occasional derivation based on borrowings from the English language serves as a reflection of contemporary word-formation processes. The article examines the features of russification in the graphic and phonetic form, as well as the grammatical and semantic characteristics of anglicisms. It identifies derivational chains and word-formation families that indicate the firm integration of English lexical units into Russian-language discourse.

The primary reason for the emergence of speech innovations is identified as the need of social media users for new lexical units that correspond to specific communicative situations and facilitate the realization of speakers' linguistic creativity.

The study contributes to a deeper understanding of the dynamics of contemporary language change and advances the investigation of mechanisms of linguistic creativity and their impact on the development of modern Russian. The findings may be applied in teaching the course "Word-formation Studies".

**Keywords:** word-formation, neonominations, occasional words, speech

innovations, linguistic creativity, derivational models, anglicisms, truncation, contamination

### **Introduction**

The study of neonominations in youth communication, especially in the digital environment, is a relevant area of modern linguistics, allowing us to identify the mechanisms of language evolution. The study focuses on the analysis of new lexical units formed in the context of active interaction between language and socio-cultural context.

A large number of publications of the last decade are devoted to various aspects of word-formation, including occasional, in particular, the works of Shchuklina T., Zagidullina A.A., Chukayeva T.K., Karibayeva B.Ye., Samylicheva N.A., Kozlovskaya N.V., Pavlova A.S., Konopkina E.S., Lunina T.P., Cherneiko L.O., Li Yanyan and many others.

In these studies, neologisms are analyzed from various perspectives: functional-semantic, sociolinguistic, psycholinguistic, and derivational. However, it is impossible to speak of a comprehensive study of neonominations, since innovations continuously emerge in speech. Moreover, newly-formed units may transfer from the category of potential words into the vocabulary of the standard literary language. Therefore, occasional nominations functioning in online communication require systematization and consistent description.

The scientific novelty of this work lies in the presentation of new linguistic material and in the study of a corpus of occasional words that have not previously been examined from a derivational perspective. Word-formation processes are considered in the context of youth subculture, which sets trends in lexical means that serve as tools of stylistic evaluation and as a way of expressing the speaker's individual position.

Representatives of the younger generation take an active part in the creation and translation of occasional words. In the conditions of informal communication, young users of social networks are actively adapting borrowings to the conditions of the Russian language, first of all, from English, which has become the main language of international communication as part of the globalization process; converting already known words according to existing models and create completely new lexical units, showing the ability to “operate flexibly with derivational mechanisms in a wide range of nominative and communicative needs” [1, p. 80].

Neonominations are considered as a reflection of the value-semantic space of youth subculture. They act not only as linguistic units, but also as markers of cultural and mental attitudes that shape the identity of language speakers in the digital environment.

The study reveals the reasons for the activation of derivational processes, among which are socio-cultural factors, the influence of digital communication and the need of young people for expressiveness and laconicism of speech. These

factors contribute to the formation of a unique value-semantic space reflecting the mental and cultural characteristics of modern youth. As the study showed, neonominations are a dynamic system that models the communicative and cultural values of native speakers in the virtual space. This approach allows us to shed light on the evolution of the Russian language in the context of youth subculture and digital technologies.

The process of the emergence of new words reflects not only the results of a person's continuous cognitive process, but also the desire to give an adequate linguistic expression to the surrounding worldview.

The study of neonominations in the speech of participants in student thematic communities of the social network "ВКонтакте" is relevant in light of the active growth of occasional derivatives in youth communication. Despite significant interest in language innovations in modern linguistics, the study of neonominations in the context of the digital environment, especially in a specific social group of young people, remains insufficiently developed. One of the features of the present time is the activation of occasional word formation. The main reason for the appearance of occasional words is the need for a special expressive means that arises in the process of communication. The terms "occasional word" / "occasionalism" / "neonomination" in the proposed work are used to refer to "all speech innovations, systemic and asystemic ones; speech neologisms created with deviations from the modern word-formation system of the language; system formations that are the implementation of the productive word-formation model in a speech act" [2, p. 291].

It is assumed that neo-nominations in the speech of young people participating in student communities "ВКонтакте" are formed under the influence of the digital environment, which stimulates the use of traditional word-formation mechanisms (suffixation, addition, truncation, contamination and abbreviation) to create expressive and laconic lexical units that reflect the socio-cultural and communicative characteristics of the youth subculture.

### **Materials and methods**

The material in this study is occasional words that function in the speech of young people aged from 17 to 21 years. To be analyzed it was collected by means of the complete sampling method from the texts of comments of users of the social network "ВКонтакте", presented in thematic communities of students in the Karaganda region. The number of samples composes 600 units.

The study relies on traditional linguistic methods, including a descriptive approach and word-formation analysis. The main method of the research is descriptive one, based on direct observation of the facts of the language. The word-formation analysis is used to determine the derivational models of the considered innovations. These methods provide a systematic study of the structure and functions of new lexical units, allowing us to identify patterns of their appearance and functioning in speech.

## Results

Occasional derivation can be interpreted as “a creative cognitive act that reveals the implicit mechanisms and capabilities of the language system” [3, p.17]. The russified borrowings from English, acting as units of the individual vocabulary of a young social network user are particularly indicative in this regard.

An analysis of the features of russification of graphic and phonetic appearance, grammatical characteristics and lexical-semantic structure of English words used in Internet comments was carried out.

Observations of written Russian-language versions of anglicisms allowed us to draw the following conclusions about their graphic and sound adaptation.

In the studied material, the words borrowed from the English language were noted, structured using such methods of written fixation as transphonation and transliteration [4, p. 1089].

The translation of the sound sequence of the source language by graphic means of the recipient language, that is transphonation, is found in the following examples: Eng. *deadline* adopted as *dedlain*, Eng. *mainstream* as *meinstrim*, Eng. *bubble* as *babl*, Eng. *loot* as *lut* and others.

A lot of mastered anglicisms designed by transferring the alphabetic sequence of the source language by graphic means of the Russian language, i.e. by means of transliteration method, for example, Eng. *random* – in Russian writing *random*, English *full* – Russian *full*, English *old* – Russian *old*, English *prank* – Russian *prank*, etc.

Among the features of the phonetic adaptation of English borrowings, we include metathetical rearrangements. For example, the word *abuser* “offender” in Russian speech is borrowed as *arbuzer* (a person who humiliates others and forces them to do something against their will): *Arbuzery nam ne nuzhny!*

Using foreign language lexemes in speech, native speakers of the Russian language subordinate borrowings to the rules of the Russian language grammar, referring them to certain lexico-grammatical classes. As a result of grammatical processing, the morphological characteristics of anglicisms often change significantly.

The grammatical arrangement of many English nouns in the speech of social network users is carried out by adding the Russian formant *-a*, often added to the clipped generating basis: *pikcha* (Eng. *picture*) – an image of something, *stata* (Eng. *stats*) – a characteristic of a hero, *frendzona* (Eng. *friend zone*) – friendly relations between partners, one of which is trying to translate them into romantic ones, *signa* (Eng. *sign*) – a photograph of a person with some kind of inscription, *ficha* (Eng. *feature*) – unusual signs of a phenomenon, *vaifa* (Eng. *wife*) – a favorite female anime character, etc. Feminine inflection – *a* determines the relation of such words to the corresponding grammatical category in Russian.

English words with a stem ending on a consonant in Russian background are generalized into the type of masculine gender words, for example, *ivent* (Eng.

*event*) – a public event of an entertaining nature, *merch* (Eng. *merch*) – a product with symbol (logo) of a certain brand, *chart* (Eng. *chart*) – a published list of the most popular media products in a certain period, etc.

Borrowed English adjectives are characterized by Russian suffix design. In the group of so-called “hybrid adjectives” [5, p.118], we note the activity of productive affixes in the Russian language *-n-* and *-ov* attached to the English stem. For example, *kripovyi* (Eng. *creepy* – bizarre): *Eta kartinka takaya kripovaya*; *laitovyi* (Eng. *light* – cozy, pleasant): *U tebya doma takaya laitovaya atmosfera*; *sasnyi*, (Eng. *sassy* – impudent): *Etot paren' na video takoi sasnyi*, etc.

The named suffixes that join the stem of borrowings do not have an independent word-formation meaning and act as a formal means of grammatical adaptation of foreign adjectives in Russian.

English verbs are formed on Russian background with the help of the formant *-t'*, for example, *fiksit'* (Eng. *fix*) – repair: *Mne komp nado fiksit'*; *svaipat'* (Eng. *swipe*) – move your finger across the smartphone screen: *Svaipni na sleduiushchuiu stranitsu*; *kastomit'* (Eng. *to customize*) – to individualize products for the orders of specific consumers: *Klient poprosil kastomit' dzhinsovuiu kurtku v stile anime*.

The frequency of use during the pandemic is marked by the neolexeme *zumit'* – to participate in an online conference held on the Zoom platform: *Vchera ves'den' zumila*.

In the vast majority the English words of one or another lexico-grammatical class are words of the same grammatical category in Russian. However, in some cases, such a correspondence is not observed: a Russian-language word can genetically go back not only to the word of another part of speech, but also to the whole phrase. For example, the English combination *white list* in the speech of Russian-speaking users of social networks is framed as the verb *vaitlistit'* – to add to the “white list”. Lexicalization is considered to be the most significant change in borrowings.

One of the indicators characterizing the degree of adaptation of borrowings in the receiving environment is the ability of foreign words to be actively involved in word-formation processes in the recipient language. The analysis of derivatives formed from English roots in the speech of Russian-speaking users of social networks demonstrates the following.

Among the derivative nouns, there are numerous formations with the meaning “names of persons with various characteristics”. The nouns identified in the studied material are formed from the stems of English nouns and verbs by means of the suffixal way.

The English suffix *-er-* (Russian *-er-*) is productive with the meaning of a person engaged in any activity, for example, *kheiter* (Eng. *hate* – hatred) – a person writing unmotivated negative social media comments, detractor: *Kogda ona vylozhila novuiu fotografiiu, u neyo poiavilos' mnogo kheiterov*; *pranker*; (Eng. *prank* – trick) – a person who loves to play pranks on others. *Kogda*

*stanovich'sia ob'ektom vnimaniia prankerov – ne do smekha; slatsheimer* (Eng. *slut* – “whore” + English “*shame*”) – a person speaking in the comments censure of women for their “obscene, defiant” appearance, in his opinion: *Osteregaisia, a to slatsheimery nabegut; glemer* (Eng. *glam*) – a person for whom glamor is a style and even a purpose of life: *Glemer khochet dobit'sia uspekha, a dlia etogo on dolzhen obzavestis' pliumazhem i stat'brendom* and many others.

The names of persons formed with the help of correlative suffixes *-shchik-* and *-shchits-*, are frequent as well, for example, *viarshchik* (VR- abbreviated from English. – *virtual reality*) – a person who prefers the virtual world to the real world: *Junior shkol'nik-viarshchik iz Sterlitamaka proshel v final chempionata RB World Skills Junior; promshchitsa* (English *promo* – discount) – a beautiful girl who likes to visit bars at someone's expense: *U nas byvaiut promshchitsy, kotorye uvodiat gostei v drugie bary s nashego kluba i razvlekaiutsya s nimi v drugikh mestakh, razvodiat na schet...*, etc. In the analyzed comments, the designations of persons with affixes *-k-*, *-ikh-*, *-ok-*, are found, for example, *ezka* (from English. *ez* - easy) is easy, i.e. weak player: *Pravil'no, ezka, nikogda ne zadumyvaisia, akh-akh; krashikha*; (from English *crush* – in love) – a girl who evokes a feeling of sympathy: *Katya is my crush; kripok* (from Eng. *creepy* – creeping, reptile) – a very shy person: *Etot kripok bezopasen*, etc. It is noteworthy that a new formation was received from the last noun through the subjective evaluation suffix *-ek-*: *Kakoi zhe on kripochek*.

To form Russian-language names of objects from the stems of English borrowings, the suffixes *-k(a)* – and *-shk(a)*, are actively used, for example, *khilka* (Eng. *heal* – treat) – first-aid kit of a computer character: *Srochno!!!! Khilku mne; gloskha* (from brand name *GLO*) – an electronic device that heats tobacco placed inside a special chamber, *ashk'iudishka* – a disposable electronic cigarette of the HQD brand: *Nel'zia sravnivat' ashk'iudishki i gloski. Ashk'iudishki vsyo ravno proigraiat*.

The adjectives found in the corpus of derivatives under consideration are formed in a suffixal way. The productivity of the following affixes was noted: 1) *-n-*, for example, *trushnyi* (from English *true*) – true, real, genuine: *Ya vam seichas rasskazhu odnu trushnuiu istoriiu iz moei zhizni; izichnyi* (from English *easy*) – very simple, without any difficulties: *Kontrol'naia byla izichnaia; lakshernyi* (from English *luxury*) – luxurious, accessible to a limited circle of people: *Kak khochetsia khot' raz pozhit' v lakshernom nomere*; 2) *-ov-/-ev-*: *vaibovyi* (from English *vibe*) – creating a favorable atmosphere, cool: *Ty takoi vaibovyi chelovek. Ya toboi voskhisichayus'*; *khaipovyi* (from English *hype* – annoying advertising) – fashionable, popular, sensational: *Bitkoin seichas – khaipovaia shtuka; feikovyi* (from English *fake*) – unreliable, false: *V internete odna feikovaia informatsiia; granzhevyyi* (from English *grunge* – dirt) – artificially aged, etc.

The analysis of verbal derivatives demonstrates that anglicisms of various parts of speech, in particular, nouns are their productive stems, for example, *baitit'* (from the English *bait*), *sheimit'* (from the English *shame*), *kheitit'* (from

the English *hate* – hatred), *strimit'* (from the English *stream* – flow), *bullit'* (from the English *bulling* – baiting, intimidation), *dropnut'sia* (from the English *drop* – fall), *frendit'* (from the English *friend*); adjectives, for example, *fleksit'* (from English *flex* – flexible), *agrit'sia* (from the English *angry* – cross), *zam'iutit'* (from the English *mute* – dumb); adverbs, for example, *apnut'sia* (from the English *up* – upwards), *offnut'sia* (from the English *off* – away), *beidit'* (from the English *bad* – poorly) and many others.

In the studied material, a large number of perfective verbs, formed from Russified imperfective verbs in a prefixal way, were revealed.

In particular, words prefixed with *za-*, for example, *zaseivit'* (from *save*) – rescue: *Ya uspel tebya zaseivit' do togo momenta, kak na tebya naleteli*; *zaruinit'* (from *ruin* – destroy) – spoil: *Tol'ko poprobui zaruinit' mne katku*; *zabijit'* (from *bait*) – provoke: *Tebya zabaitili kak malen'kogo rebenka*, etc.

The formations with the prefix *po-* having meaning “completion of the action” are frequent, for example, *pofiksit'* (from *fix* – repair) – mend: *Ya obeshchal pofiksit' tvoi komp, i ya eto sdela!*; *poskeilit'* (from *scale*) – change, stretch or compress the image in computer graphics: *Segodnya vecherom poskeilyu*, etc.

In the studied lexico-grammatical class of words, suffix formations are numerous, in particular, verbs with derivational affixes *-nu-* and *-sya*. For example, *apnut'sya* (from English *up* – upwards) – to go to the next level: *Ya apnulsya eshche vchera*; *offnut'sya*; (from English *off* – away) – to shut up, to end the conversation: Finally, *Nakonets-to on offnulsya*; *ripnut'sya* (from the English *rest in peace*) – to die: *Ripnulsya posle takoi smeshnoi shutki*, etc.

The degree of development of the mentioned above borrowed words in the Russian language is evidenced by word-formation chains – associations of related words that are sequentially related to each other by relations of derivation [6, p.196].

In the studied material, derivatives of the third stage of derivation were also found, representing the strength of the occurrence of words in the system of the recipient language, for example, from English *creepy* – *kripok* – *kripochek*; from English *hype* – *khaipovyi* – *khaipovniak*; from English *use* – *iuzlik* – *iuzlikovyi*, etc.

The degree of branching of derivational families, i.e. the corpus of single-root words, ordered by relations of derivative word-formation [7, p.503–504], demonstrates the depth of word-formation development of anglicisms by the Russian language. In the corpus of analyzed units, polynomial word-formation families were found, for example, from English *to cringe* (to shudder with disgust) words are formed on Russian background *krinzhukha*, *krinzhatina*, *krinzhovyi*; from English *trash* (rubbish) – *treshovyi*, *treshno*, *treshniak*; from English *hype* – *khaipik*, *khapit'sia*, *khapovyi*, *khaipovniak*, etc.

Such words, often acting as emotional interjections, almost completely lose their denotative meaning, which is replaced by the strongly accentuated emotional component of meaning in this situation [8, p. 70].

The presence of word-building chains and families testifies to the strong

entry of the listed words into the speech of Russian speakers.

Foreign words in the borrowing language can also be subjected to semantic adaptation. In particular, various variants of the semantic mastering of polysemic words are possible, the consequence of which is a different nature of the correlation of the semantic amount and structure of the word in the source language and the recipient language.

Many polysemic English words are adopted by users of social networks not in the totality of their meanings, but only in one of them. An example of the narrowing of the meaning of an English word in Russian speech is the lexeme *bug* (beetle, bug, any insect), which in the jargon of programmers has acquired the meaning of “an error in a program or system, due to which the program produces unexpected behavior and, as a consequence, the result”. It is in this meaning that the word functions in the speech of social network users: *V programme naiden bag* or *Eto ne bag, eto ficha*. This meaning of the root “bug” is also preserved in the Russian-language derivative words *zabagovannyi*, *bazhnyi*, *bag(a)nutyi*.

The semantic mastering of a foreign word is an important circumstance in the process of entering the system of the language-recipient. Most anglicisms retain the semantics characteristic of the source language, i.e. the meanings of the source language are completely transferred to the semantics of the recipient language.

Occasional word formation can be considered as manifestation of the dynamic aspect of Russian word formation [9, p. 446]. Occasionalisms created on the basis of Russian words represent all methods of morphological word formation, i.e. they are formed by adding affixes to the root of the lexical unit.

The most universal way of word-creation is suffixation. A large group among suffix derivatives is represented by the names of a person according to their characteristic features. To form these lexemes, various suffixes with the meaning “person” are used.

Let's consider some examples. Occasionalism *dnar'*, that is representative of the bottom, formed with the help of the suffix morpheme *-ar'* from the stem of the word *dno* in the meaning of “declassified elements of society”. The people who are incompetent in computer games are related to this group by young users of social networks: *On takoi dnar'*. According to the same word-formation model, the nomination *kaifar'* (from Arabic *caf* – time of pleasant idleness) – 1) disparagingly about a person under the influence of narcotic substances: *Opyat' kaifarya v pod"ezde videl*; 2) approvingly about a person who lives for his own pleasure: *On prosto kaifar' po zhizni*.

The noun *dushnila* (a boring and annoying person) was created using the suffix *-l-* from the stem of the adjective *dushnyi* “oppressive”: *Etot dusnnila isportil nastroenie*.

The nominations of persons of the younger age group are also formed in a suffixal way. In particular, the word *shkolota* (a derogatory name for schoolchildren) is formed by adding the suffix *-ot-* with the meaning of a group of people to the stem of the noun *shkola*: *Na ploshchadke, kak obychno, kucha shkoloty*.

Derivation of the neonomination *lichinus*, that is a child, marked by the combination of desuffixation and suffixation. There is a removal of the suffix *-k-* from the word *lichinka* and the addition of the suffix *-us-* to the stem of the word, which could result of desuffixation: *Ia ne sobiraius 'v budushchem rozhat' lichinusov.*

The address *kotan* used by users of social networks to friends and acquaintances is formed from the word *kot* with the suffix *-an-*: *Privet, kotany! Davno ne videlis'.*

Among the few Russian-language nouns denoting objects, phenomena, processes in the speech of young people, the word *medveding* was found, that was created with the help of the English suffix *-ing-*, which actualizes the observed processivity and having, in contrast to the source language, the noun *medved'* as the generating stem. The meaning of the considered occasionalism is photographing people sleeping during important events due to the stable association with the hibernation of bears: *Ya sluchaino nachala zasypat' na pare, a ty srazu zanyalsya medvedingom.*

“An object characterized by the attitude to what is called by the word” – the word *kukukha* (head, brain: *S takoi ucheboi i kukukha poekhat' mozhet*) is formed with the help of the suffix way *-ukh-* with the meaning, which producing basis was the jargon *ku-ku* “crazy”.

Abbreviations, “derivative words created by adding syncopated stems or syncopated and full stems based on a combination of several words” are noted in the studied material [10, p. 185].

For example, the abbreviations of initial type include the following. *GG* – *glavnyi geroi* (main character): *GG v etoi igre real'nyi neudachnik*; *ChSV* – *chuvstvo sobstvennoi vazhnosti* (a sense of self-importance, about a person with high self-esteem): *Ona s ChSV*. The occasionalism *emnims* (if my sclerosis does not fail me) is an acronym – *Kogda ty v poslednii raz letal otdykhat'?* – *Emnims, to goda dva nazad*. In this example, the abbreviation is used as an introductory word with a modal meaning.

In the conditions of Russian-Kazakh bilingualism, abbreviations of Kazakh phrases are found in the written speech of Russian-speaking users of social networks. For example, *N.A.K.* (Kazakh *nagyz aruy kazaktyn* – the ideal Kazakh girl) – about an obedient, devoted girl: *Ona tipa n.a.k.?*

Social network users transliterate abbreviations of English phrases, for example, *lol* (from English *laughing out loud* – to laugh aloud) – a sign that the interlocutor made you laugh: *A ya u ne dumal ob etom, lol.*

As you can see, abbreviations are used not only to increase the economy of the commentary text, i.e. they perform a compressive function, but also, acting as a result of the linguo-creative activity of the speakers, contribute to “the change of passive perception to active, the emergence of strong emotional reactions” [11, p. 124].

The same aim is achieved by words created by syncopating the generating

stem, regardless of the boundary of morphemes. Frequent in the studied material are neonominations created by truncation of the final part of words, i.e. by apokopa.

Examples of syncope of the final part of words are neonominations *ril* (Eng. *really* – actually): *Mam, ia segodnya ril ustal; al't* (English abbr. for – *alternative*) – a representative of an informal subculture: *Izvestnyi al't; sogl*, i.e. agree. *Sogl s toboi; tsivil*, i.e. civilized person: *Diman tsivil; manik* (short for “manicure”) – special care for fingers, cleaning and polishing nails: *Zapisalas 'na manik, poetomu na uchebu zavtra ne poidu*, etc.

In the words *seleba* (English *celebrity* – famous person) and *Telega* (Telegram social network), the abbreviated generating stem of the original word is arranged by the formant *-a*: *Buzova – moya lyubimaya seleba; Da zaregaisya ty uzhe v telege, tam zhe udobnee*.

Jargon is also subjected to apocope, for example, *deb* (abbr. from *debil*) – a stupid, slow-witted person: *Bozhe, ty deb! bot* (abbr. from *ботаник*) – a person who is passionate about learning: *Katyukha u nas bot; pal'* (abbr. from *palenyi*) – counterfeit goods: *Ya i ne znal, chto v etom magazine prodaetsia pal'*. We observe the dearhaization of jargonisms that have lost their expressive coloring: the apocope of the previously emerged slang base is intended to update it and reintroduce it into active use.

In the studied material, there were also cases of syncope that is truncation of the middle of a word. For example, the lexeme *femka* formed by mid-word syncope of *fem(inist)ka*: *Ty femka, chto li?* The syncope of occasionalisms act as a base for new names, for example, using the suffix *-lk-* with the meaning “room intended for the action performance” the word *botalka* is formed, that is a library reading room, permanent location of *botov*: *Poprobui eshchyo kuda-nibud' skhodit' krome botalki*. The nomination *chelik* received by adding the diminutive suffix *-ik-* to the syncope *chel* (abbr. from *chelovek*): *Chelik, pomogi mne*. Occasionalisms *al'tushka* and *al'tukha* are representatives of the informal subculture produced with the help of suffixes *-ushk-* and *-ukh-* from *al't* – the abbreviated stem of the word *al'ternativa*.

The contaminated nominations found in regarded innovations are interesting as well. The named method of word-formation consists in the penetration of the first part (not necessarily a morpheme) of one word into another and the displacement of its beginning from this other word.

In the comments of multilingual users, there are contaminations of words from different languages. So, the occasionalism *chatriot* is formed by replacing the beginning of the Russian word (*pat*)*riot* with the English *chat* “conversation” – about a person who claims his rights only in virtual communication: *Chatrioty – pustoslovy nadoeli*. The penetration of the English word *chill* “to rest” into the Russian (*chel*)*ovek* is observed in the lexeme *chillovek* – a lazy person, an idler: *Ty tot eshchyo chillovek!* The name *fufломitsin* is interesting that is an ineffective drug created on the basis of the names of antibiotics with the Greek

frequent segment *mycin*, in which the initial element is replaced by the slang word *fuflo* “deception”: *Kagotsel okazalsia polnym fuflomitsinom*. By displacing the beginning of the Russian word (*dino*)*zavr* with the Kazakh *oraza* “hunger”, the occasionalism *orazavr* was formed – a person who continues to keep to a diet even after the end of the fast: *On velikiy orazavr*. Contamination *krivdabol* “liar” is formed by replacing the beginning of the Russian word (*bala*)*bol* “a person engaged in empty chatter” with the outdated word *krivda* “lie”: *Etot khanzha – krivdabol chistoi vody!*

The considered examples demonstrate that contaminated neologisms with expression are marked by a tendency for “meaning reproduction”: the insertions into known words create “semantic two-dimensionality of the word due to the combination of different signifieds in one signifier” [12, p. 241].

In the lexicon of social networks users, there are new formations created by word compounding, i.e. “using existing word stems” [13, p.75], combined into a whole word.

Prefixoids of foreign origin, which are actively used in the word-creation of young people, have a significant word-formation potential. In particular, the neominations of *mikrochelik* and *nanochelik* formed from occasionalism *chelik* with the help of prepositive morphemes *mikro-* and *nano-*, denoting the steps of miniaturization. The lexeme *mikrochelik* has the following meanings: 1) child – *Kak ya popal v okruzhenie mikrochelikov?*; 2) mockingly about a small man – *Kto eto mikrochelik?* The word *nanochelik* denotes junior participants in online computer games: *So mnoi igraet nanochelik*.

By adding the stem of the word *sueta* and the suffixoid *-log-* with the help of a connecting vowel, the nomination *suetolog* was made – disapprovingly about a driver who is distinguished by aggressive driving: *On kak kupil novuyu mashinu, tak srazu suetologom zadelalsya*. By pure addition, the occasionalism *rukalitso* was formed, used to express utter disappointment: *Prosto rukalitso, zachem bylo tak pozorit'sia?*

The corpus of analyzed lexemes contains compound nouns created on the basis of truncations, for example, *infotsygan* (*infa* – abbr. from *informatsiya*) – a person who sells information products that have no practical value: *Nadeyus', ty ne sobiraeshsya pokupat' gaidy u etoi infotsyganki*. A compound abbreviated nomination is occasionalism, *chesslovo*, obtained by adding the initial part of the word *chestnyi* with the whole word: *Ne bral ya tvoi telefon, chesslovo*.

In the studied material, an occasional combination of such derivation methods as fusion and substantiation is presented. The formation of neominations occurs by merging a combination of words, followed by the transition of a neolexeme to the class of nouns. The formation of the word *yazhmat'*, i.e. a woman who boasts of her motherhood happened by merging the combination of the words *ya zh mat'*, followed by the transition of the neolexeme to the class of nouns: *Moya podruga – nastoyashchaya yazhmat'!* *Ei vse obyazany*. Such formations “indicate another tendency towards the

formation of superwords, superstructures, when parts of a sentence, or a whole sentence, are contained in one nominative unit” [14, p. 241].

The analysis confirms that “occasional lexical units are not included into the language system, but they entirely realize the potential of the language system” [15, p. 40].

### **Discussion**

The results of the analysis confirm that neonominations in the speech of young people are the result of active interaction of language with the socio-cultural and digital environment. The high frequency of anglicisms is explained by globalization and the dominance of the English language in digital communication. Russification of borrowings through transphonation, transliteration and grammatical adaptation testifies to the flexibility of the Russian language in mastering foreign language material.

Contamination and truncation, as expressive methods of word formation, emphasize the desire of young people for brevity and expressiveness, which corresponds to the communicative needs of the digital environment. For example, the words *chatriot* and *chillovek* demonstrate a creative combination of linguistic elements that creates new semantic shades. Abbreviation (“GG, ChSV”) performs a compressive function, accelerating communication, and addition (*microchelik*, *nanochelik*) reflects the tendency to create compact nominations for new realities.

The obtained data are consistent with the research of E.N. Ermakova [2], who emphasizes the potential of occasional words in realizing the capabilities of the language system, and T.A. Gridina [1], who points to the role of language play in word formation. However, unlike previous works, this study focuses on the digital context, which allows us to identify the unique features of neonominations in youth subculture.

A limitation of the study is the local nature of the sample (Karaganda region), which may not fully reflect language trends in other regions. Prospects for further research include a comparative analysis of neonominations in various social networks and age groups, as well as the study of their pragmatic functions in different communicative contexts.

### **Conclusion**

The conducted research demonstrates that occasional formations are actively used in casual communication of social network users aged 17 to 21, forming nominative subsystems that complement the usual word rows of the corresponding denotative spheres of the Russian language. The activation of occasional word creation by young people is due to the need for laconic names, the need to express additional meanings, and the desire for self-expression.

The speech of social network users is full of russified borrowings from the English language, which have received grammatical characteristics, motivated a significant number of derivatives, and have been mastered semantically (acquired

a special lexical meaning). Occasionalisms created on the basis of Russian words represent all methods of morphological derivation. The frequency of English morphemes in the studied lexemes is associated with the implementation of the expressive function of neonominations. The identified compressive neoformations and complex words also serve to express a subjective assessment of the designated realities.

The study confirms that neonominations are an important tool of linguistic creativity, allowing young people to adapt language to new communicative and cultural realities. The identified word-formation patterns emphasize the dynamics of derivational processes and their dependence on the socio-cultural context. Prospects for further research include studying the influence of other social networks on the formation of neonominations, as well as analyzing their evolution in the context of multilingual communication, especially in bilingual regions, such as the Russian-Kazakh context.

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## ЖАСТАР ТІЛІНДЕГІ ЖАҢА ҚОЛДАНЫСТАР: ДЕРИВАЦИЯЛЫҚ АСПЕКТ

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**Аңдатпа.** Қазіргі кезде жастардың әлеуметтік желідегі коммуникациясы белсенді тілдік эксперимент жүргізілетін кеңістікке айналып отыр, соның

нәтижесінде өмірді тілде ерекше репрезентациялайтын жаңа қолданыстар пайда болуда. Мақала жаңа қолданыстардың пайда болуына ықпал ететін окказионалды деривация үдерістерін қарастыруға бағытталған.

Зерттеу жұмысының мақсаты – «ВКонтакте» әлеуметтік желісіндегі студенттердің сөйлеу тіліндегі неонеоминациялардың құрылымдық сипаты мен морфологиялық ерекшеліктерін сипаттау, сондай-ақ сөзжасамның активтенуіне ықпал ететін себептерді анықтау.

Зерттеудің негізгі әдісі ретінде тілдік деректерді тікелей бақылауға негізделген сипаттамалық әдіс алынды. Тілдік фактілерді жинақтау үшін әлеуметтік желілердегі комментарийлерден жаппай іріктеу әдісі қолданылды. Сөзжасамдық талдау арқылы жас ұрпақ өкілдерінің тілінде жасалып, тарайтын неолексемалардың деривациялық модельдері айқындалады.

Жүргізілген зерттеу окказионалды сөзжасамның активтенуі тілдің экспрессивтілігін көрсететінін дәлелдейді. Деривацияның өнімді тәсілдері ретінде жұрнақ жалғау, сөз біріктіру (қосарлау), ықшамдау, контаминация және аббревиация қарастырылады.

Сөзжасам үдерісінің көрінісі ретінде ағылшын тілінен енген кірме сөздер негізіндегі окказионалды деривация саналады. Мақалада англицизмдердің графикалық және фонетикалық тұлғасының орыс тілінің ықпалынан өзгеру ерекшеліктері, сондай-ақ олардың грамматикалық және семантикалық сипаты зерттеледі; ағылшын сөздерінің орыс тіліне енуін дәлелдейтін сөзжасамдық тізбектер мен ұялар анықталады.

Тілдік инновациялардың пайда болуының негізгі себебі ретінде әлеуметтік желіні қолданушылардың нақты коммуникативтік жағдай талаптарына сай тіл иелерінің лингвокреативті әлеуетін жүзеге асыруға мүмкіндік беретін жаңа лексикалық бірліктерге деген қажеттілігі көрсетіледі.

Зерттеу қазіргі тілдегі өзгерістердің динамикасы туралы түсініктерді жан-жақты түсіндіруге, тілдегі креативтілік механизмдер мен олардың қазіргі орыс тілінің дамуына әсерін зерттеуге үлесін қосады. Алынған нәтижелерді «Дериватология» пәнін оқыту тәжірибесінде пайдалануға болады.

**Тірек сөздер:** сөзжасам, неонеоминация, окказионал сөздер, тілдік инновациялар, лингвошығармашылық қызмет, деривациялық модельдер, англицизмдер, сөз ықшамдау, контаминация

## РЕЧЕВЫЕ ИННОВАЦИИ МОЛОДЕЖИ: ДЕРИВАЦИОННЫЙ АСПЕКТ

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**Аннотация.** На современном этапе молодежная сетевая коммуникация становится пространством для активного языкового экспериментирования, в результате которого появляются лексические новообразования, по-особому репрезентирующие реальность. Статья посвящена исследованию процессов окказиональной деривации, обеспечивающих появление специфических речевых инноваций.

Цель данной работы состоит в описании структурных характеристик и морфологических особенностей неоминаций, функционирующих в речи участников студенческих тематических сообществ социальной сети «ВКонтакте», определении причин, которые способствуют активизации словотворчества.

Основным методом исследования выступает описательный, опирающийся на непосредственное наблюдение за фактами речи. Для сбора данных исследования был использован метод сплошной выборки комментариев в социальной сети. С помощью словообразовательного анализа определены деривационные модели неолексем, создаваемых и транслируемых в речи представителей молодого поколения.

Осуществленное исследование демонстрирует, что активизация окказионального словообразования репрезентирует тенденцию к экспрессивности речи. В качестве продуктивных способов деривации рассматриваются суффиксация, сложение, усечение, контаминация и аббревиация.

Отражением процесса словотворчества выступает окказиональная деривация на базе заимствований из английского языка. В статье исследуются особенности русификации графического и фонетического облика, грамматических и семантических характеристик англицизмов, выявляются словообразовательные цепочки и гнезда, свидетельствующие о прочном вхождении англоязычных слов в русскоязычную речь.

В качестве основной причины появления речевых инноваций выделяется потребность пользователей социальных сетей в новых лексических единицах, которые отвечают требованиям конкретной коммуникативной ситуации и способствуют реализации лингвокреативного потенциала носителей языка.

Исследование способствует углублению представлений о динамике современных языковых изменений, вносит вклад в изучение механизмов языковой креативности и их влияния на развитие современного русского

языка. Полученные результаты возможно использовать в практике преподавания курса «Дериватология».

**Ключевые слова:** словотворчество, неониминации, окказиональные слова, речевые инновации, лингвокреативная деятельность, деривационные модели, англицизмы, усечение, контаминация

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