



THE PROBLEM OF PRESERVING THE PURITY OF THE RUSSIAN LANGUAGE IN THE XXI CENTURY

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Annotation: The article examines the problem of preserving the purity of the Russian language in the context of globalization, digitalization, and intensive intercultural communication. Particular attention is paid to the influence of foreign borrowings, internet communication, youth slang, and mass media on the modern Russian language. The study analyzes the main challenges facing the Russian language in the twenty-first century and discusses possible ways of maintaining linguistic norms and speech culture. It is concluded that preserving the purity of the Russian language does not imply rejecting linguistic changes but rather maintaining a balance between language development and the preservation of national linguistic identity.

Keywords: Russian language, language purity, globalization, borrowings, digital communication, speech culture, linguistic identity, language development.

Introduction

Language is one of the most important elements of national culture and identity. It reflects the history, traditions, values, and worldview of a people. In the twenty-first century, the Russian language, like many other world languages, is undergoing significant changes caused by globalization, technological progress, and the rapid development of digital communication.

The issue of preserving the purity of the Russian language has become increasingly relevant due to the growing influence of foreign languages, especially English, the expansion of internet communication, and changes in the speech behavior of young people. Linguists, educators, and cultural researchers are increasingly discussing



whether these processes enrich the language or threaten its traditional norms and cultural uniqueness.

The Concept of Language Purity

The notion of language purity has been discussed by scholars for many centuries. Language purity generally refers to the preservation of literary norms, grammatical correctness, and the maintenance of the cultural and historical foundations of a language. It also implies careful treatment of vocabulary and the avoidance of unnecessary foreign elements that may distort the national character of a language.

However, language is a dynamic phenomenon that constantly changes under the influence of social, political, and cultural factors. Therefore, the concept of language purity should not be understood as complete isolation from external influences. Every living language develops through interaction with other languages and cultures.

Globalization and the Russian Language

Globalization has significantly influenced the development of modern Russian. International cooperation, scientific exchange, migration, and digital technologies have increased the number of foreign lexical units entering everyday speech. English has become the primary source of new borrowings related to technology, economics, and popular culture.

Words such as online, blogger, startup, marketing, podcast, and streaming have become common elements of modern Russian vocabulary. In many cases, these borrowings fill lexical gaps and facilitate communication in new professional and technological fields.

Nevertheless, the excessive use of foreign words often replaces existing Russian equivalents and creates difficulties for speakers who are unfamiliar with international terminology. This process may gradually weaken the linguistic identity of native speakers and reduce the expressive potential of the Russian language.

The Influence of Digital Communication



The rapid development of digital technologies has transformed communication patterns and language usage. Social networks, instant messaging applications, and online platforms encourage brevity and speed, often leading to the simplification of grammatical structures and spelling norms.

Modern internet communication is characterized by abbreviations, emoticons, memes, and hybrid forms that combine verbal and visual elements. Young people frequently use shortened words and slang expressions, which gradually penetrate everyday speech and even academic environments.

The spread of digital communication has also contributed to the emergence of a specific internet language characterized by informality and emotional expressiveness. While such innovations enrich communication and create new forms of expression, they may negatively affect literacy and reduce adherence to traditional language norms.

Borrowings and Language Identity

Borrowing is a natural linguistic process that has accompanied the development of the Russian language throughout its history. Russian vocabulary contains numerous words borrowed from Greek, French, German, Turkic, and other languages. Many of these words have become fully integrated into the linguistic system.

However, the twenty-first century is characterized by an unprecedented intensity of lexical borrowing. The unrestricted use of foreign words, especially in advertising and mass media, often leads to linguistic redundancy and weakens the role of native lexical resources.

Preserving linguistic identity requires a balanced approach. Borrowings should be accepted when they express new concepts or scientific realities, but unnecessary replacements of native words should be avoided whenever possible.

The Role of Education and Mass Media

Educational institutions play a crucial role in preserving the purity of the Russian language. Schools and universities are responsible for developing students' language competence, communicative culture, and respect for literary norms.



The media also significantly influences language development. Television, newspapers, online publications, and social media shape public speech habits and contribute to the spread of new linguistic tendencies. Therefore, journalists and media professionals bear particular responsibility for maintaining language standards and promoting a high culture of speech.

Modern educational strategies should focus not only on grammar and orthography but also on the formation of linguistic awareness and critical attitudes toward language use in digital environments.

Language Purity and Cultural Heritage

The Russian language is an essential component of cultural heritage and national memory. Classical literature, folklore, and historical documents represent invaluable linguistic treasures that contribute to the preservation of cultural continuity.

Protecting the purity of the language therefore means protecting cultural identity and ensuring the transmission of national values to future generations. The preservation of literary norms should not hinder language development but should support its harmonious evolution.

A modern language cannot remain unchanged. Nevertheless, changes should enrich the language without destroying its structural integrity and cultural uniqueness.

Conclusion

The problem of preserving the purity of the Russian language in the twenty-first century remains one of the most important issues in contemporary linguistics. Globalization, digital communication, and the expansion of foreign borrowings create both new opportunities and serious challenges for the development of the Russian language.

Preserving language purity does not mean resisting all linguistic changes or rejecting foreign influences. Instead, it involves maintaining a reasonable balance between innovation and tradition, between openness to global processes and respect for national linguistic heritage.



The future of the Russian language largely depends on educational policies, cultural initiatives, and the linguistic responsibility of society. Strengthening speech culture, promoting literacy, and preserving the richness of the Russian language are essential conditions for maintaining its status as one of the world's major languages.

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