

GEN Z SLANG: ITS IMPACT ON THE RUSSIAN LANGUAGE – PROS AND CONS**Yuldasheva Ezoza Sharofiddinova***Student of the Termez State Pedagogical Institute Termez, Uzbekistan**E-mail: ezoza0604@gmail.com**Tel: +998(95)775-23-15***Academic Supervisor: Shavilova Natalia Sergeevna***Lecturer of the Department of Russian Language and Literature**Termez State Pedagogical Institute Termez, Uzbekistan**Tel: +998(93)610-22-10*

Annotation: The article analyzes Generation Z slang as a significant linguistic phenomenon of the contemporary digital era and examines its impact on the development of the Russian language. Particular attention is paid to the social, cultural, and communicative conditions shaping Zoomer slang, as well as its lexical and pragmatic features. The study identifies both positive and negative aspects of the spread of slang elements, including their role in linguistic innovation and group identity formation, alongside the erosion of stylistic norms and the strengthening of intergenerational communication barriers. The article concludes that the influence of Generation Z slang on modern Russian is complex, contradictory, yet a natural outcome of language evolution in the digital age.

Keywords: Generation Z, Zoomer slang, Russian language, digital communication, linguistic borrowing, language norms.

Аннотация: В статье анализируется сленг поколения Z как значимое языковое явление современной цифровой эпохи и рассматривается его влияние на развитие русского языка. Особое внимание уделяется социальным, культурным и коммуникативным условиям формирования зумерского сленга, а также его лексическим и прагматическим особенностям. Выявляются положительные и отрицательные аспекты распространения сленговых элементов, включая их роль в языковой инновации, формировании групповой идентичности и, одновременно, в размывании стилистических норм и усилении межпоколенческих коммуникативных барьеров. Делается вывод о противоречивом, но закономерном характере влияния сленга поколения Z на современный русский язык.

Ключевые слова: поколение Z, зумерский сленг, русский язык, цифровая коммуникация, языковые заимствования, языковые нормы.

Annotatsiya: Maqolada Z avlodi slengi zamonaviy raqamli davrning muhim lingvistik hodisasi sifatida tahlil qilinadi hamda uning rus tilining rivojiga ta'siri ko'rib chiqiladi. Zumerlar slengining shakllanishiga ta'sir etuvchi ijtimoiy, madaniy va kommunikativ omillar, shuningdek, uning leksik va pragmatik xususiyatlari yoritiladi. Sleng birliklarining tilni yangilashdagi roli, guruhiy identifikatsiyani mustahkamlashi bilan birga, uslubiy me'yorlarning buzilishi va avlodlararo muloqotdagi to'siqlarni kuchaytirishi kabi ijobiy va salbiy jihatlar aniqlanadi. Xulosa sifatida Z avlodi slengining zamonaviy rus tiliga ta'siri murakkab va ziddiyatli, ammo tabiiy jarayon ekanligi ta'kidlanadi.

Kalit so'zlar: Z avlodi, zumerlar slengi, rus tili, raqamli muloqot, til o'zlashmalari, til me'yorlari.

Generation Z slang, or the language of so-called “zoomers,” represents one of the most illustrative linguistic phenomena of the early twenty-first century. Its emergence and rapid spread are directly connected with the transformation of the communicative environment in which modern youth are formed. For representatives of Generation Z, the digital space is not an addition to reality but an organic part of it. Social networks, messengers, online games, and media platforms shape a particular type of thinking and speech behavior in which language becomes mobile, expressive, and adaptive. In these conditions, slang performs not only a

nominative function but also a socio-identifying one, reflecting the values, attitudes, and worldview characteristic of this generation.

Zoomer slang is marked by a high speed of renewal and instability. Many lexical units exist for a relatively short time, quickly fall out of use, or transform, giving way to new forms. This demonstrates the close connection between slang, media trends, meme culture, and situational contexts of internet communication. Borrowings from the English language play a significant role in the formation of this linguistic layer; they are often adapted in accordance with Russian morphological and word-formation norms. As a result, hybrid forms emerge that combine elements of different linguistic systems, reflecting processes of globalization and intercultural interaction.

The influence of zoomer slang on the Russian language is manifested primarily at the lexical and semantic levels. New words and expressions fill nominative gaps, making it possible to designate phenomena that previously lacked stable linguistic representation. At the same time, existing words undergo reinterpretation, changes in stylistic coloring, and shifts in functional load. Such processes testify to the natural development of language and its capacity for self-regulation and renewal. However, the active penetration of slang elements beyond informal communication вызывает certain concerns, especially in the context of preserving the norms of the literary language.

From a pragmatic perspective, zoomer slang significantly transforms the nature of speech interaction. Communication becomes more concise, emotionally насыщенный, and context-dependent. A considerable part of meaning is conveyed indirectly—through hints, irony, visual elements, or shared cultural codes understood only by a specific group of speakers. This fosters a particular type of communication oriented toward speed and effect but often lacking detailed argumentation and logical consistency. Under the dominance of such forms, there may be a decline in the ability to construct coherent and structured texts, which is especially noticeable in the educational sphere.

The positive influence of Generation Z slang on the Russian language is expressed in its creative potential. Youth speech stimulates language play, the development of metaphorical expression, and the expansion of stylistic possibilities. Slang performs an important social function by fostering group solidarity and a sense of belonging. Moreover, it reflects current social and cultural processes, capturing changes in value orientations and modes of self-expression among young people. In this sense, zoomer slang can be regarded as a kind of indicator of the state of contemporary society.

If one conducts a scholarly philological analysis of the lexical composition of the modern youth subculture of Generation Z (“zoomers”), it is possible to examine the most frequent units used by representatives of this sociolect and provide illustrative contexts of their functioning.

For example, the concept “hype” denotes short-term mass popularity arising from an intriguing event or object and characterized by the rapid spread of rumors and the intensity of public interest. This word is mainly used to refer to phenomena of mass culture and the online space: “The new musical release by the famous performer caused an unprecedented wave of hype”; “The brand’s advertising campaign triggered a powerful surge of hype, doubling sales.”

Another example is the word “to flex.” It signifies demonstrative behavior aimed at emphasizing one’s status, wealth, or other achievements through appearance, behavior, or statements. It derives from the English verb “to flex,” originally meaning “to show one’s muscles,” and has expanded its semantic field in youth slang: “She constantly flexed her expensive jewelry in front of her friends”; “His account is filled with posts showcasing a lifestyle typical of those who like to flex.”

We may also consider the term “cringe.” This word expresses a feeling of embarrassment, awkwardness, or irritation experienced by observers when witnessing actions perceived as inappropriate or absurd. Borrowed from the English-language segment of the internet, it has gained wide circulation among Russian-speaking teenagers and youth: “Watching the

newcomer's performance recordings, the audience felt intense cringe"; "My older brother organized another karaoke contest—total cringe!"

There are many such words and concepts. At the same time, the negative consequences of the spread of zoomer slang require critical reflection. One problem is the blurring of stylistic boundaries, when elements of colloquial and slang speech begin to be used in official, academic, and professional contexts. This may lead to a decline in linguistic culture and complicate the mastery of normative forms of the Russian language. In addition, slang widens the gap between generations, creating communicative barriers and a sense of alienation among those who are not integrated into digital culture. Particular concern is caused by the dominance of Anglicisms, which, if borrowed uncritically, may weaken the positions of the national linguistic tradition.

Thus, zoomer slang is a complex and contradictory phenomenon reflecting profound changes in language, culture, and communication. It cannot be evaluated unambiguously either as a threat to the Russian language or as an exclusively positive factor. Slang is a natural result of linguistic evolution in the digital era, simultaneously opening new expressive possibilities and creating challenges for preserving normativity and continuity in linguistic culture. Scholarly reflection on this phenomenon allows for a deeper understanding of the speech characteristics of Generation Z and for the development of a more balanced approach to the interaction between traditional and innovative forms of language.

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