

## RUSSIAN NEOLOGISMS

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**Introduction.** The given work deals with the description of innovations in the lexical sphere in the Russian language of the modern period. The appearance of such innovations is caused by the essential changes of socio-political and economic character. Neologism (neo + Greek. Logos word) - a new word, linguistic innovation (figure of speech), the grammatical feature, which appears in the language. The increased interest to the neology problem is due to the important role of neologisms as a mirror of language development, which reflects the language adaptation to the changing under the influence of external factors, the conditions of its operation. The starting point is the practice of lexical innovation, because cultural and historical, social and political conditions of life and work of the speech community affect the lexical and nominative activity.

**Aim.** Objective: to reveal the presence of neologisms in the speech of the youth of today in Ukraine, based on observations of the student's speech online communities online Facebook and student forums, and to identify neologisms not yet included in the official dictionaries neologisms.

**Materials and methods.** The subject of the research are neologisms in modern Russian. The material of the research are neologisms, which are often found in the speech of young people - Russian native speakers and the material of student of the blogosphere. The study is a description of the material, based on the study and synthesis of the major achievements of modern linguistics and lexicography theory, their basic concepts. The main methods are: the method of observation, description and method of the survey informants - native speakers.

**Results and discussion.** Along with the aging process of certain words much more intensively flows replenishment process of the lexical composition of the language. The last 10 years - a period of historic change in Ukraine and Russia, which have a direct impact on the vocabulary of the state. It emerged in this period, neologisms, are primarily education, which previously did not have, not only in the literary language, but also in other branches of the Russian language (social and regional dialects, functional styles). For example, recently entered the Russian literary language *антирыночник* - 'enemy of transition to a market economy',

*гиперинфляция* - 'rapidly growing inflation, threatening economic collapse', *Майдан* - 'political meeting people', *ватник* - "stupid and aggressive exponent of Soviet ideas". We distributed the modern Russian neologisms in groups you found: 1) transport (*бусик, тачка*), 2) Internet / Media Communication (*гуглить, чатиться*), 3) family (life, home furnishings, etc.) (*киндеры*), 4) Politics and Society (*еврозона, эмо, ватник, сепар, гиперинфляция*),  
5) Music and Film (*блокбастер, триллер, рейв*).

**Conclusions.** Strong innovations represented at the lexical-semantic level (neologisms-borrowings, morphological and syntax neologisms) are analyzed in our work. Some special interest is caused by the characteristics of weak neologisms in the observed sphere. They are connected with the renewal of lexics presented by semantic neologisms characterized by the changes in the word's semantic structure in general or changes in the denotational component of one separate word's sign and its frequency in usage. A large number of new lexical items appear in connection with the development of computer technology. Neologisms are usually formed under the laws of the relevant language, in his productive forms of word formation. We have identified a number of neologisms, has not yet been recorded in any of the known dictionary of neologisms and dictionaries of the Russian language (*майданутый, свидомый, ватник, сепар, добробатовец, укрон* etc.)