

ACTUAL PROBLEMS OF THE MODERN RUSSIAN LANGUAGE

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Abstract:

The article discusses aspects of the actual problems of the modern Russian language.

Keywords: modern Russian language, speech culture, jargons, youth slang.

The Russian language in skillful hands and experienced lips are beautiful, melodious, expressive, flexible, obedient, dexterous, and capacious.

A.I.Kuprin

The Russian language combines the power of the people, its centuries-old history, the culture of many generations, and the original traditions of the nation. For every person, the native language is not only a means of communication or transmission of information,- but also an invaluable gift that his ancestors gave him.

The Russian language is multifaceted – it can easily convey all the feelings that arise in the human soul, thoughts and desires.

The idea that the language is gradually changing does not require any special evidence. It is enough to compare the language of modern fiction with the language of Pushkin to see the differences caused by the evolution of the lexical and grammatical sides of the language.

In the modern world, a process is taking place that affects the styles of the Russian language, as a result of which the high one disappears, its place is taken by a reduced vocabulary, penetrating into the media, filling our everyday speech.

At the moment, the Russian language is experiencing a kind of crisis: it is saturated with profanity, American. For example: "gavrik" — a bore, "ancestors" — parents, "bro" — a friend, "clothes" — clothes, "hop—stop" — street robbery. "Zhmur" is a dead man. "Nishtyak" is wonderful. The "plucker" is a pickpocket. "4u"-"for you"-for you, "BB" "bye - bye"-goodbye!, "GL"-"good luck"-good luck!

1) The first enemy of the Russian language is youth slang. A slang is a layer of speech that was not specifically recorded in writing. Sometimes incorrect use of colloquial

and slang vocabulary can disrupt communication, offend and even offend the interlocutor, causing a certain reaction from adults. There are socially broad and socially narrow sources of replenishment of youth slang. The ways and means of education of youth jargon are diverse. For example, word formation created with the help of suffixation, more often conveying the expression of rudeness, neglect, the irony: nickname, zakazuha, spokuha (-uh), journalist, dorm, prison (-south, -ag, -yag). The word "pancake" has taken root both in the family and in student communication, it is used almost every minute. Students also "like" the following words: "cool", "norm", "stupidity", "cool", "class".

2) The second enemy is advertising. Advertising does a lot of harm. Especially concerned about advertising coming out on the Internet, where it appears: Advertising slogans:

| There is a break | there is a Kitkat. |
|---------------------|-----------------------------------|
| M&M's | "Mars and Murry" |
| Don't slow down | snickers. |
| Vanish - pink color | trust him and there are no spots. |

3) The third enemy is borrowed words. Clogging of oral and written speech with various kinds of borrowed words, which are increasingly used not only in advertising and the names of trade organizations, but also in everyday communication, and in the speeches of public and political figures. In the vocabulary, such words as roaming, manager, inauguration, pressure, website, grant, provider, boutique, modem, hit and others are most often actively used.

As a consequence, loss of interest in the native language, Russian literature and culture, tongue-tied, decreased literacy, language and general culture. Thus, I came to the following conclusions:

- 1) It is necessary to pay special attention to the culture of speech of students, schoolchildren, all native speakers of the Russian language. Such problems of the Russian language exist not only among the student community, but also among other strata of society. Russian can be taught during a class hour or a consultation on the topic: "Visual and expressive means of the Russian language";
- 2) Do not litter the native language with borrowed, non-literary words, because in the pursuit of everything foreign, in an effort to copy Western patterns, we are increasingly losing our identity, including in language, because language reflects a way of life and a way of thinking. A partial solution to the problem may be the use of borrowings if necessary, but where it is possible to use Russian words, without prejudice to the meaning, do not abuse.



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