

HOW DOES THE PROBLEM OF ERODING LITERARY LANGUAGE STANDARDS INFLUENCE THE LINGUOCULTURAL ENVIRONMENT

Как проблема разрушения норм литературного языка влияет на формирование лингвокультурной среды

In the modern world, gadgets, artificial intelligence and various cutting-edge technologies have become an integral part of human daily life and have largely replaced mental labor. Consequently, this has led to a large-scale problem. The purpose of this article is to delve into the problem of the destruction of literary language norms and to determine how global it is for the formation of the linguocultural environment [1].

The problem of the destruction of literary language norms includes such aspects as the spread of jargon and profanity, an excessive number of borrowings from foreign languages, errors in pronunciation, stress, and grammar, as well as logical violations in speech construction. A native language represents the language of a nation and a state, and the well-being of society largely depends on the level of its speech culture. Language not only reflects our existence but also plays a key role in shaping public consciousness and individual identity. Furthermore, it regulates behavior, as well as interpersonal and intercorporate relations. Language plays a crucial role in forming the worldview of society, national ideas, values, and deep meanings that influence the development and existence of the state and nation [2].

The importance of language as a sign system and speech as its practical implementation in society compels linguists to closely monitor the processes occurring in speech practice. The destruction of literary language norms negatively affects the linguocultural environment, as it weakens its role as a bearer of cultural values, thereby leading to a loss of cultural identity. Literary language serves as a repository of national culture, its history, folklore, and artistic traditions. When these norms break down, a gradual loss of these cultural values occurs, as they cease to be understandable and accessible to broad segments of the population. Additionally, the accuracy and correctness of communication decline, which can lead to a loss of language continuity between generations. This phenomenon distorts the richness of the language, simplifies it, and blurs the boundaries between literary speech, jargons, and dialects.

Therefore, the loss of linguistic norms blurs the boundaries between the literary language and various dialects, jargons and colloquialisms. This can lead to the language becoming less expressive and universal, while its «purity» and richness are diminished. This constitutes a large-scale problem that requires addressing. For this purpose, interesting and contemporary educational apps, games, and quizzes should be developed,

making the learning of literacy and acquaintance with classical literature an exciting experience [2].

References

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PROBLEMS AND TRENDS IN THE FORMATION OF A MODERN LINGUISTIC-CULTURAL ENVIRONMENT

Проблемы и тенденции формирования современной лингвокультурной среды

Language is never static – it evolves in response to social, cultural, and technological change. In 2025, English has been notably reshaped by two dominant forces: TikTok and artificial intelligence (AI). Both have accelerated the creation and spread of new vocabulary, transforming how people express themselves and perceive communication.

TikTok functions as a global «language accelerator», rapidly diffusing slang through short-form, algorithmically promoted content. It has introduced new words, shifted meanings, and even altered the way people perceive communication proper. For example, here are several terms to illustrate this process:

Delulu («Погружение в собственные иллюзии и мечты»): A playful abbreviation of delusional. The term is often used in parasocial fan cultures to describe unrealistic expectations, while simultaneously acknowledging them with self-irony (e.g., *I know I'm delulu, but it keeps me happy*);

Girl math («Девичья математика»): The term emerged in social media discourse, particularly on TikTok, as a humorous framework through which individuals – primarily women – rationalize spending habits in non-traditional or seemingly illogical ways. It does not refer to mathematics in the formal sense, but rather to a playful discursive practice of reinterpreting economic transactions in ways that make purchases appear financially justifiable or even «free»;