INNOVATIVE TECHNOLOGIES IN THE DEVELOPMENT OF RUSSIAN ANTHROPONYMY IN THE MODERN RUSSIAN LANGUAGE: USING THE EXAMPLE OF PERSONAL NAMES

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Abstract: The article is devoted to the study of the influence of innovative technologies on the development of Russian anthroponymy in the modern Russian language. The author analyzes changes in the system of personal names under the influence of modern technologies and their role in the formation of linguistic culture.

Keywords: innovative technologies, development, Russian anthroponymy, modern Russian language, personal names, changes,name structure, social media, internet communications, linguistic culture.

Introduction.Innovative technologies have a significant impact on various aspects of our lives, including language and culture. One of the interesting areas of research is the study of the influence of these technologies on the development of Russian anthroponymy, especially in the context of the formation of personal names. This article examines how innovations influence the choice and structure of personal names in modern Russian.

Changes in the choice of personal names

With the development of social networks, Internet communications and digital technologies, people have received more opportunities for self-expression and self-presentation. This was also reflected in the choice of personal names. One prominent example is the use of pseudonyms or nicknames in online environments.

People often choose unique names for themselves that reflect their interests, character, or even professional activities. Such names may be short, abstract, or multi-word, which differs from traditional personal name forms.

Structural changes in personal names are an interesting and relevant topic, especially in the context of modern trends and the impact of innovative technologies on language and culture. Below are a few key aspects of structural changes in personal names:

1.Shortening Names: In modern society, there is a tendency to shorten names to more compact forms. For example, from the name "Alexander" the short formal name "Sasha" can be formed, which is more convenient for everyday communication.

2.Combination of different elements: Modern parents are increasingly combining different elements or syllables to create a unique name for their child. This may involve combining sounds, letters, or even using non-standard symbols.

3.Use of foreign elements: Globalization and wide access to information about different cultures mean that people are more likely to choose names with foreign origins or external elements, such as "Emilia" or "Maximilian".

4.Using Unusual or Unique Letter Combinations: Some names are formed by combining unusual or unique letter combinations, which gives them a special personality and originality.

5.Changing Traditional Gender Identification: In modern society there is also a trend towards changing traditional gender associations in names. For example, names that were previously considered exclusively masculine or feminine can be used for both genders.

6.Influence of the Internet and Social Media: The Internet and social media also have an impact on the structure of personal names. For example, nicknames and aliases used in online environments can become the basis for the creation of real names or variations thereof.

These structural changes reflect the dynamics and diversity of modern culture, and also demonstrate the influence of various factors, such as

technological progress, sociocultural changes and individual creativity, on the formation of personal names.

Structural changes in personal names

In addition to choice, innovative technologies are also influencing the structure of personal names. For example, in the modern world you can increasingly find names formed by combining various words or abbreviations. This may be due to the use of new terms, technologies or fashionable phrases that influence the formation of the lexical composition of personal names.

Conclusion. Innovative technologies are essential for the development of Russian anthroponymy in the modern Russian language. They form new trends in the choice and structure of personal names, and also contribute to the enrichment of linguistic culture. Further research in this area will provide greater insight into the relationship between technological progress and language change.

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