

## PHILOLOGY

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### **Estimated nomination of linguistic markers of modernity (on the material of the German language)**

It is discussed the specifics of the evaluative nomination of markers of our time, as well as the sociolinguistic reasons for their rating potential. The purpose is to identify and describe the linguistic markers of our time, taking into account the current pragmatic connotations and active processes of modern word production. The scientific novelty of the research lies in the determination of the ways of entry of new lexical units into the German language in the context of sociolinguistic stimuli for their actualization. As a result, it was found that it is necessary to study these lexical units in the dynamic aspect of their use and getting into future ratings of sociolinguistic projects.

Key words: markers of modernity, «Word of the year», neologism, eponymos verb.

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