

PHILOLOGY

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The social prestige of a language sign: the dynamics of the Special military operation era

The dynamics of the prestige of individual linguistic signs associated with the era of the Special military operation is analyzed. The linguistic and extralinguistic causes of these changes are revealed. The basic values that are formed during the course of the Special military operation are directly reflected in the media discourse. It is noted that the value orientations of the consolidating Russian society have become incompatible with the orientation towards Western spiritual culture and the total Anglicization of the Russian language. The media materials of the Special military operation era are studied, analyzed in the traditions of sociolinguistics and linguistic anthropology, primarily on the basis of sociolinguistic methods of correlation of linguistic and social phenomena.

Key words: sociolinguistics, social prestige, dynamics of a linguistic sign, borrowings, neo-toponymy, linguistic and cultural community, Special military operation era.

April 29, 2024
