



ATTENTION ECONOMY AND LINGUISTIC STRUCTURE IN THE RUSSIAN LITERARY LANGUAGE OF SOCIAL MEDIA

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ABSTRACT

This article examines the influence of attention economy on the linguistic structure of the Russian literary language in social media. The relevance of the study is обусловлена тем, что digital communication prioritizes speed, visibility, and user engagement, which in turn reshape traditional linguistic norms. The paper analyzes syntactic compression, fragmentation, lexical economy, and expressive strategies as key features of online discourse. Furthermore, it demonstrates that linguistic structures are increasingly adapted to the constraints of attention-driven environments. The study concludes that these changes do not represent degradation of the literary language, but rather its functional adaptation to new communicative conditions.

In the contemporary digital era, communication is increasingly shaped by the logic of attention economy, since users are constantly exposed to large volumes of information and must process it rapidly. Consequently, language becomes subject to new functional demands, which prioritize brevity, clarity, and emotional impact. In this context, social media platforms serve as a unique environment where the Russian literary language undergoes significant structural transformations. On the one hand, it maintains its connection with established norms; however, on the other hand, it adapts to the conditions of fast-paced and highly competitive communication [5, 466-480].

First of all, attention economy directly influences the structure of linguistic expression, because messages must capture and retain the reader's attention within seconds. Therefore, users tend to employ shorter and simpler syntactic constructions. For instance, instead of a complex sentence such as "Когда я пришёл домой, я обнаружил, что света нет," one may encounter a compressed version: "Пришёл домой. Света нет." Thus, syntactic compression becomes a dominant feature of social media discourse, as it allows information to be conveyed quickly and efficiently.

Moreover, fragmentation emerges as another important characteristic, since breaking sentences into smaller units enhances readability and emphasis. For example, expressions like "Я ждал. Долго. Очень долго" or "Сделал. Сдал. Выжил" illustrate how parcellation intensifies emotional impact while simultaneously structuring information in a way that aligns with the reader's attention patterns. Consequently, syntactic fragmentation is not

merely a stylistic choice but a functional response to the demands of digital communication [3, 81-96].

In addition, the principle of language economy plays a crucial role, as users aim to minimize linguistic effort while maximizing communicative effect. This tendency is evident not only in syntax but also in lexical choices. Abbreviations such as “спс” (thanks), “щас” (now), or “имхо” (in my humble opinion) are widely used because they reduce processing time and reflect informal interaction. Similarly, anglicisms like “лайк,” “пост,” and “чат” demonstrate how global digital culture influences the lexical system of the Russian language. Therefore, lexical compression and borrowing become integral elements of linguistic adaptation.

At the same time, attention economy enhances the role of expressivity, since emotionally charged content is more likely to attract user engagement. As a result, social media language frequently incorporates repetitions, rhetorical questions, and evaluative constructions. For example, “Это не просто плохо. Это ужасно” or “Ждали? Ждали. Получили? Получили” show how syntactic patterns are used to create emphasis and rhythm. In this way, linguistic structure becomes closely connected with pragmatic goals, particularly the need to engage and influence the audience [2].

Furthermore, dialogicity represents another significant feature of social media discourse, because communication is inherently interactive. Even monologic posts often simulate dialogue through questions and short responses, such as “Ну и как это понимать?” or “Серьёзно?” This phenomenon reflects the shift from traditional письменная речь to a hybrid form that combines elements of spoken interaction. Consequently, linguistic structures become more dynamic and responsive to audience feedback.

However, despite these transformations, it would be incorrect to interpret them as a decline of the Russian literary language. On the contrary, these changes represent a natural adaptation to the communicative conditions imposed by digital environments. While traditional norms remain relevant in formal contexts, social media give rise to a flexible and context-dependent variation of language. Thus, the coexistence of standard and digital norms reflects the dynamic nature of linguistic evolution.

In conclusion, attention economy significantly shapes the linguistic structure of the Russian literary language in social media. It promotes syntactic simplification, fragmentation, lexical economy, and increased expressivity, while also encouraging interactive and multimodal forms of communication. Therefore, rather than indicating linguistic degradation, these processes highlight the adaptability and resilience of language in the face of technological and cultural change.

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