

PHILOLOGY

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Preservation and functioning peculiarities of the Chechen language in mass media in the modern era realities

It is analyzed the state of the Chechen language in the mass media of the Chechen Republic and determined the prospects for its development in modern realities. Specific examples are used to analyze options related to expanding the functions of preserving, developing and popularizing the Chechen language. In connection with the impending threat of its disappearance, specific examples are given on the possible use of archaisms, neologisms, and dialectical phrases in electronic media broadcasts. The authors suggest options that could reinforce the position of the Chechen language among the younger generation.

Key words: language barrier, Nakh-Dagestan group, Chechen society, information product, ethno-cultural code, national security.

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