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The role of borrowings in intercultural communication and in communication technologies

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Abstract

The article aims to carry out an analysis of the role of borrowings in the sphere of intercultural communication as well as the importance of them in the course of communication between people of different nationalities and cultures. The research is conducted on the basis of texts in the English and Russian languages, including aviation ones with pointing out the main events in the history of both languages and with mentioning peoples and countries that influenced greatly the process of borrowing in English and Russian. In the current research the influence of loan words on the field of communication technologies is also studied. Having identified the role of borrowings in intercultural communication and in communication technologies, the authors of the article come to the conclusion that borrowings simplify greatly the process of studying and make the analysis of multifaceted scientific and technical documentation in foreign languages much easier.

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Keywords

Borrowed words, intercultural communication, communication technologies, aviation texts, technical documentation.

Introduction

Language doesn't simply reflect human world and its culture. The main function of any language is that it stores cultural information, information about the system of values, public morals, relation to different peoples and nationalities. This information is passed on from generation to generation by means of language. This is the reason why language plays a considerable role in making personality, building a national character, in creating an ethnical similarity and forming a nation. All national cultural subtleties are reflected in the language which influences the consciousness of its speakers and creates their vision of the world.

At the same time at the current stage of science and technologies development in different spheres, for example, in the spheres of economics, politics, education, aviation, etc., the process of mutual influence and interpenetration of various cultures is taking place. Cultural aspects of different languages are making an influence on each other more and more. And this fact allows us to speak about the existence of the so called multiculture.

The main aim of this scientific research is to study the role of borrowings in the sphere of intercultural communication and in the development of technologies of communication.

Borrowings in the world history as the result of cultural communication

Before moving to the investigation of the role of borrowings in the development of communication technologies, we should tell a few words about their types, role in the formation of a nation and their value in the process of communication between people of different cultures.

Following the examples of a long process of intercultural communication borrowings are a direct consequence of language contacts. Not depending on the richness, a language always includes words which it didn't have originally.

Borrowings in the language are referred to as words, word-building affixes and constructions, that came into the language as a result of addressing the lexicon of other languages [Akhmanova, 2013, 146].

The process of borrowing is caused by a certain number of reasons. Due to the appearance of numerous new notions, as well as for naming unknown objects, words and expressions adherent to other countries and nationalities become to be employed in a language. It is considered that lexical borrowings can enrich the language, preserving at the same time its originality and traditions. What concerns words and expressions that replace historically conditioned lingual units of the original language, the latter don't lose their meaning and disappear from the usage, but still are used though much less.

It is important to note, that borrowing rarely preserves its original sound form. It goes through the long process of adaptation to the phonological system of the receiving language, that is, the sounds absent in the language are replaced by similar sounds. Perhaps better of all, phonetic peculiarities can be observed in French loan words in the Russian language (as in the French word meaning "jury", where the first sound is not characteristic of the Russian language), though, it should be noted, that some French borrowings have double pronunciation in Russian [Uspenskii, 1987].

Borrowings can be classified according to semantics or structure [Haugen, 1972]. According to the way they appeared in the language they fall into direct and indirect [Akhmanova, 2009]. If direct loan word is not controversial, indirect causes some uncertainty and this is the borrowing of the word which has once already been borrowed as in the following example: library < librairie (fr.) < librarium (lat.)

<liber (lat.).

There exist many reasons for borrowing words from one language into another one. The main are the following ones.

1. Migration. Probably as the most obvious example may serve the influence of Old Norse on the English language. During the migration of Vikings to the British Isles many words penetrated into English and are still widely used nowadays.
2. Religion. Taking as an example the interaction of Old Slavonic and Old Greek, the influence of Christianity on the language may be observed. Due to the spread of religious books in Russia, at which the first translators worked, religious words came into the Slavonic language.
3. Potential qualities of the language. By a language potential here we mean the ability of one language to enrich the vocabulary of the other by simplifying the process of human intercourse, which is quite necessary in the modern world.

The influence of borrowed words on the process of English language formation

For the analysis of the role of borrowings in intercultural communication and the development of technologies on the example of texts in English and Russian, it is essential to take into account the peculiarities of the historical development of both languages, pointing out the main events, as well as languages from which new words came.

As it was mentioned above, invasions enriched the English language greatly by numerous words and expressions. Danish linguist Otto Jespersen in its work "Growth and structure of the English language" considers English as a sequence of borrowings, made by constant contacts with invaders from Europe and Scandinavia [Jespersen, 1905].

In the 1st century BC, a few centuries before the migrations of Anglo Saxons, the British Isles were inhabited by the Romans who spoke Latin. Thanks to them the majority of new words that belonged to different spheres of life appeared in English.

1. Trading:

pondo > NE pound

uncia > NE inch

2. Agriculture:

vinum > NE wine

piper > NE pepper

3. Everyday life:

cista > NE chest

Latin influenced the names of English settlements. For example, the word "chester" that had an original meaning "fortified place" is present in the names of several modern English towns on the map of Great Britain.

After the fall of the Roman Empire the migration of the northern people to the British Isles took place. Loan words from Old Scandinavian were no less in number than those ones from Latin, having a great influence in some spheres. Those borrowings underwent considerable changes during the process of the formation of the English language.

Some time later William the Conqueror established the leading status of the French language, announcing it an official language on the territory of the British Isles. The coming of the Norman

monarch to the throne couldn't but influenced the language spoken by the royal court. By this fact the appearance of such words as *court*, *king*, *queen*, *prince*, *servant* and others in the English language can be explained. The word *religion* by itself and other religious terms (*prayer*, *saint* for example) firmly entered the English vocabulary alongside with terms connected with spheres of management and law (*parliament*, *government*, *judge*, *justice*). Military sphere acquired such terms as *victory*, *soldier*, *army*, etc.

An unusual situation turned out to be in the sphere of craftsmanship. City craftsmen acquired new names such as *butcher*, *painter*, meanwhile other craftsmen were called by old names – *shoemaker*, *blacksmith*.

For domestic animals old English names were employed, otherwise for their meat French terms were mainly applied.

Loan words in the Russian language

The Russian language went through a long and complicated way to its ultimate formation. In spite of its lexical richness, the necessity of borrowing new words and expressions still existed.

As it was mentioned before, the majority of loan words appeared in Old Slavonic from Old Greek. The first translations of religious books were done from Old Greek. Besides religious sphere the borrowings were connected with shipbuilding, which can be explained by active trading relations between Russian and Byzantine merchants before the adoption of Christianity in Russia. For example, the words as *ship* and *sail* appeared in the Russian language for the first time at that period.

It is an interesting fact that the main part of Old Greek loan words came into Russian already after the disappearance of Old Greek and the appearance of certain auxiliary languages. With this fact can be connected the appearance of scientific terms and names of sciences as well as Christian names [Rakhmanova, Suzdal'tseva, 1997].

Latin, being for a long time the language of science, religion and literature in Europe, made an influence on the Russian language. For instance, we should mention the use of Latin medical terms. Latin borrowings can be found in the sphere of international political terminology, making the process of interaction between people easier. Even modern Russian words familiar to the last two generations of Russian people are created on the basis of Latin or Greek words (the Russian word *cosmonaut* > *kosmos* + *nautes*).

Since the times of Peter the Great a great number of new words entered the Russian lexical system, mainly from German and Dutch. Some were borrowed from English. And we shouldn't underestimate the influence of the French language in the history of Russian. During the period from 18th to 19th centuries the Russian society was using more widely French than Russian, what led to the majority of borrowings.

Borrowings in Russian and English aviation texts

It should be stated that though nowadays the question about the importance of such a language phenomenon as borrowing of new words into the language became a subject matter of many linguistic works, still there are only a few research works devoted to the analysis of this phenomenon in some spheres of science. Thus, the investigation of borrowings in the sphere of aviation is rather topical from scientific point of view.

Before analyzing the role of borrowings in aviation sphere a few words should be given to the description of aviation as a whole. The history of aviation extends a little more than two thousand years.

All world powers have been striving to win the leadership in this sphere. Aviation has been developing at a rapid pace, new aviation terms have been appearing, for which analogues should be found in other languages. This process served as the basis for borrowing aviation terms, the number of which has been still increasing.

In order to prove the latter statement, the component diagram of the aircraft, namely of Boeing 747, from the aviation journal “Air International” was studied [Air international, 1985]. This diagram in Russian presents the aircraft itself as well as its constituent parts. The quantitative analysis of aviation terms shown on the diagram was carried out. For accuracy of research repeated terms were not taken into account.

As a result of the analysis, it was estimated, that of all the components presented on the diagram 51% of terms are of Russian or Ukrainian origin. The rest 49% are borrowings from other languages. The prevailing number of terms came from French – they constitute 24%; a bit less – 21% – are words of Dutch origin. Terms which came from Latin, German are used equally (by 15%). English borrowings and Greek ones are rather rare. They are used mainly as indirect borrowings. For example, the French word “phare” came into the Russian from Greek, as well as the French term “pylône” initially came from Greek “pylon”. On the mentioned above scheme indirect borrowings are used in 15% of cases.

Within this work a brief history of first borrowings in the English language were also studied and influence of these borrowings on the development of world communication technologies was analyzed.

Because of some conservatism adherent to the British people, the creative progress of an aviation sphere was rather slow. Among the reasons of this slowness an uncertainty in the aviation potential of the nation can be mentioned. As a result, the first terms in the field of aeronautics came into the English language from French, where an enormous attention was drawn to flying machines. Here belong such loan words as *dirigeable*, *aviateur*, *air bomb*, *helicopter*, etc.

New notions appeared with the attempts to construct the heavier-than-air- aircraft. At that time words connected with aero motor (for example, carburetor, cylinder, exhaust valve) were taken over into the English vocabulary. Later with the development of the art of flying aerobatics and new perspectives in the sphere of aircraft building, In the English language came such terms as “aerobatics”, “pique”, “virage”, being initially French.

On the basis of research of language borrowings in Russian and English aviation sphere and the results of the quantitative analysis we may conclude the following.

The majority of notions from a new and unexplored sphere came into other languages from the language spoken by the researchers. Thus, the French, having discovered the importance of aviation for the future, investigated this sphere thoroughly, and as a result, influenced the majority of world languages. So, in many cases the language, from which the great number of loan words come, increase its global influence, becoming more perfect and increasing the language potential. Unfortunately, such world leadership in the field of terminology can't last for long. This statement can be proved by the development of aviation in England in the 20th century. Since that time the number of borrowings from French into English has become less.

The analysis conducted in this article revealed a great number of loan words in the aviation field in both languages. Such amount of language borrowings in the aviation sphere makes a significant influence on communication technologies, making the process of analyzing the multifaceted technical documentations much easier for foreign language learners.

A language is becoming more and more perfect, but at the same time less complex for understanding. Especially this concerns those who are just starting to learn it. Borrowings in scientific sphere optimize the process of taking different training programs at universities and internship

programs; and in business sphere companies have been using loan words for a long time already for better interaction between employees of different countries and cultures, aiming at creating the common terminology inside the company and making the process of communication between members of the staff more effective. For example, the English word *target* is widely spread in Russian business sphere nowadays for denoting sales plans.

Conclusion

On the basis of linguistic analysis carried out in this article the following conclusions can be made.

1. Relying on the examples of long intercultural communication, described above, borrowings are seen as direct consequences of language contacts. No matter how rich in vocabulary the language is, there are always words that it lacks.
2. The influence of loan words on communication technologies can't be underestimated. Borrowings make the processes of perceiving the peculiarities of a foreign language and expanding the vocabulary easier to a greater extent. With the existence of the same or similar in spelling and pronunciation word in the native language there is no need to memorize the new one which is quite different form already well known. Such borrowings are widely applied in the fields and spheres of life which are familiar to almost every person, irrespective of nation or cultural background, such as management, tourism, studying. Technical sphere is not an exclusion in this sense. Loan words simplify in a great way this multifaceted sphere, allowing people the possibility to memorize complicated technical terms effortlessly.

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Роль заимствований в межкультурной коммуникации и в сфере коммуникативных технологий

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Аннотация

В статье анализируется роль заимствований в сфере межкультурной коммуникации, их значимость в общении между людьми разных национальностей и культур. Исследование проводится на основе текстов на английском и русском языках, в том числе авиационных, с указанием основных событий в истории обоих языков, а также стран и народов, оказавших наибольшее влияние на процесс заимствования в английском и русском языках. В исследовании отмечается также влияние заимствований на технологии коммуникации, в частности делается вывод о том, что заимствования значительно облегчают процесс изучения и анализа многоаспектной научной и технической документации на иностранных языках.

Для цитирования в научных исследованиях

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Ключевые слова

Заимствованные слова, межкультурная коммуникация, технологии коммуникации, авиационные тексты, техническая документация.

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