

UDC 008**The influence of anglicisms on the development of Russian language****Tamara V. Agapova**

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Abstract

Nowadays there is a number of Russian scientists, politicians, linguists who wonder how Russian language changes with the emergence of new words borrowed from other languages. There are some foreign words, terms in the Russian language, especially in the field of economy, politics, technology. The authors describe three ways of borrowing: mixed way, transcription, transliteration. They present direct borrowings, hybrids, calques, semi-calques, terms, professionalisms and others. In the article some reasons for borrowing are mentioned, among them: historical and geographical interaction of languages and cultures; development of science and technology; differentiation of existing and emergence of new concepts; terminological insufficiency (lack of concepts in the native language); socio-psychological reasons; the processes of globalization. The authors show the positive and negative influence of borrowings. On the one hand, borrowing is a natural process of enriching the vocabulary of the language, but on the other hand, this process needs to be consciously regulated to preserve the purity of the native language. On the one hand, numerous anglicisms penetrating into the Russian language are a natural phenomenon, reflecting the economic, political, cultural, social relationship between Russia and other countries that have intensified in the last decade. On the other hand, it is sad to note that in the pursuit of foreign things, in an effort to copy Western patterns, we are increasingly losing our identity, including language, because language reflects the way of life and way of thinking.

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Keywords

Globalization, culture, language, borrowing, anglicism, hybrid, calque, semi-calque, term, professionalism, exoticism, purity of the language.

Introduction

Russian scientists wondered how the Russian language changes with the emergence of new words borrowed from other languages. There are some foreign words, terms in the Russian language, especially in the field of economy, politics, technology. English vocabulary becomes common; a sharp increase in the percentage of English borrowings in the Russian language has a twofold attitude; whether English is a stage of evolution or it means the beginning of the deformation process in the lexical structure of the language. The integration of economy and culture has always caused the interaction of language systems. The emergence of English borrowings in the Russian language is explained by the leading role of England and America in the world economy and politics. On the one hand, borrowing is a natural process of enriching the vocabulary of the language, and on the other hand, this process needs to be consciously regulated to preserve the purity of the native language.

Fashion for foreign culture has always been and it will be, but it passes, sometimes leaving negative consequences in the language. In order to avoid it, every nation that wants to preserve the beauty and purity of its language for future generations should think about the culture of speech and, if possible, try not to distort the language.

Linguistic borrowing

The reasons for borrowing can be different, mostly extralinguistic:

- historical and geographical interaction of languages and cultures;
- development of science and technology;
- differentiation of existing and emergence of new concepts;
- terminological insufficiency (lack of concepts in the native language);
- socio-psychological reasons;
- the processes of globalization.

The development of science and technology has allowed the term *nylon* to spread to many developed languages of the world due to the extensive use of the material.

The emergence of a new concept of *bikini* led to the emergence of the term, which has not been before in any language of the world.

There is a language fashion: the wish to be fashionable, to have prestigious forms of speech. A person receives a higher social assessment, using fashionable words and expressions in his speech. Using new foreign vocabulary, we demonstrate not the level of education in general, but the level of awareness of the latest trends, the level of knowledge.

E. Haugen indicates the ambiguity of the term "borrowing", as it can be defined as the process of borrowing (in its initial stage), and its result. Therefore, E. Haugen allocates the full borrowing and partial reproduction, which allows to take into account not only linguistic, but also historical and social factors [Haugen, 1972], [Haugen, 1953].

This point of view is reflected in the works of V.N. Yartseva, who notes that for borrowed terminology (in the field of science, technology, etc.) is a complete reproduction of someone else's words typical, except the adaptation to the phonetic and accent system of the borrowing language; as for the vocabulary of every day (neutral style of speech), when it enters the lexico-semantic sphere of the borrowing language collision with members of synonymic and word-formative series should lead to noticeable changes in the semantic volume of the borrowed element [Yartseva, 1975].

Chronological aspect of the language study

The chronological aspect of the language study affects the theoretical understanding of the scientific confirmation of the borrowing fact. Scientists ambiguously determine the starting point in the history of borrowing. For example, G. Huttle Worth said about the first fixation of foreign words [Fogarasi, 1958]. E. Ya. Ryst formulated possible ways of “prehistory” of a word in the borrowing language. One and the same foreign language material can pass several acts of borrowing [Popova, 2000].

If we consider the history of English borrowings in Russian since the beginning of the XX century, we can note that in the last century foreign language vocabulary appeared not often. It is explained by extralinguistic reasons (isolation of the Soviet state). Since the second half of the 20-ies the process of borrowing new foreign language vocabulary has been activated. A number of scientific and technical terms, such as *bulldozer, boom, grader, trawler, trolley, combine, conveyor, container, radar*, etc. was borrowed.

Since the mid-50s, the filling of Russian vocabulary with English words has been increasing again. For example, the development in the field of sports has led to the borrowing of such terms as *box, match, coach, record, start, finish, football, cross*.

Just a strong impetus for borrowing was the study of medicine, for example, *laser*. At the same time, the development of radio technology has led to the use of such words as *stand, teletype*. The beginning of flights in space contributed to borrowing many words, for example, *lunokhod, vacuum*. A little later appeared the words of everyday life, such as *comfort, gentleman, service, motel, etc*.

As for the end of the XX century, the Russian language was enriched with a number of new foreign words, mainly related to social and political vocabulary, press and international trade, for example, *meeting, club, leader, speaker, cheque, etc*.

Many words borrowed in the XX century, unlike the previous century, were mastered by the Russian language and it is an essential part of Russian vocabulary now.

Types of foreign borrowings

Borrowing occurs in three ways:

1. Mixed way is a way of interpretation of the original lexical unit by recreating its sound and graphic form.
2. Transcription is a way of interpretation of the original lexical unit by recreating its sound form.
3. Transliteration is a way of interpretation of the original lexical unit by recreating its grammatical form.

Revealing the concept of borrowing from the point of view of its structural composition, L.P. Krysin considers it appropriate to call borrowing the process of moving various elements from one language to another. Different elements mean units of different language tiers: phonology, morphology, syntax, vocabulary, semantics [Krysin, 1990].

The statement of Baudouin de Courtenay in the work "On the mixed character of all languages «that ...there is and cannot be any pure, not mixed linguistic whole. Confusion is the beginning of all the life...», is impossible to be refuted [Baudouin de Courtenay, 1963].

There are different types of foreign borrowings: direct borrowings, hybrids, calques, semi-calques, terms, professionalisms and others [Trubinova, 2016]. Let's consider them. We can find that direct borrowings were taken from the English language studying them carefully. For example, such words

as *club*, *sport* and many others were formed with the help of direct borrowing and have already firmly merged with the Russian language. The word in Russian and in the original language is found in the same meaning, for example, the word *weekend*. Foreign terms have become dominant in various fields of knowledge and activities. In mass media you can hear a lot of new words; in the field of politics: *summit*, *briefing*, *parliament*, *speaker*; in the field of culture: *hit*, *single*, *chart*, *horror*, *thriller*; in the field of technology: *scanner*, *computer*, *display*, *mixer*, etc. It is interesting that in the development of any modern language there are some periods of purism (from the Latin *purus* – pure), when everybody starts to struggle with foreign-language vocabulary, replacing it with vocabulary of the native language.

Calques are the words of foreign origin, used with the preservation of their phonetic and graphic structure: *menu*, *club*, *virus*, and so on. There are various methods of calques: lexical, word-formation, semantic and some others. Calques can be seen as a way of borrowing, and as a way of word production. Lexical calques appear as a result of literal translation of a foreign word in parts. For example, *skyscraper*. Semantic calques are the desired words, which, in addition to their meaning in the Russian lexical system, receive new meanings under the influence of another language. For example, a picture denoting a work of painting, *spectacle*, under the influence of the English language was also used in the meaning of the movie. Now in Russian you can see the formation of new words in a new way, as in English: *shopping+centre*, *post+card*.

Hybrids are formed by joining the foreign basis Russian prefixes, suffixes and endings. The borrowed word was rarely assimilated by the Russian language in the form in which it existed in the native language. Differences in the sound system of the Russian and foreign language led to the fact that the words changed, adapted to Russian phonetic norms, unusual Russian language sounds disappeared. In this case, the meaning of the foreign word often changes. For example, *ascat* (*to ask*).

In addition to lexically borrowed words in modern art, newspapers and other texts there are words that are not peculiar to Russian life. Exotic words (exoticisms) are words not peculiar to the native language, which are mainly used to give the speech local color in the description of foreign customs and traditions. Exoticism do not have Russian synonyms. For example, *sir*, *mister*, *miss*, *Lord*, *chips*, *hot dog* and others. Exotic words can be monetary units (*pound*, *mark*, *pence*, *sterling*). Exotic words are often used in fiction.

Using of Anglicisms

Anglicisms are used in various fields of human activity, in such as: politics, business, computer technology, everyday communication, sports and media. In politics and business, anglicisms are used to show the names of the units of the English monetary system: *pence*, *pound*, *shilling*; political phenomena: *summit*, *briefing*, *Parliament*, *speaker*, *President*; economic phenomena: *auditor*, *barter*, *broker*, *business*, *dealer*, *investment*, *sponsor*, *holding*, *offshore*. In computer technology, anglicisms are used to name programs, computer terms, verbs for work. For example, *ICQ*, *display*, *modem*, *chip*, *blog*. In any textbook on computer science you can find the words: *interface*, *chip*, *driver*, *animation*, *virtual*, *printer*.

Foreign borrowings are common and normal for the development of any language. As a result of cultural, political and economic relations between states, we can see the exchange of local realities with their own names. The development of Russian vocabulary has been influenced by anglicisms. On the one hand, the emergence of anglicisms is a natural phenomenon. Quite often, foreign borrowings are convenient to use in speech, sometimes one concept can replace the whole expression in the Russian language, as well as foreign borrowings expand the vocabulary of the language. On the other hand,

recently there has been a tendency to copy Western patterns of thinking and realities, excessive use of anglicisms, fashion to celebrate St. Valentine's day and Halloween. As a result of this is the loss of interest in the native (Russian) language, reduction of literacy and culture. Foreign borrowings should not be used often. Thoughtless use of anglicisms leads to the fact that we confuse our consciousness, debase the language with unnecessary concepts, calling ordinary things with intricate words.

The great Russian writer I.S. Turgenev said: «Take care of the purity of the language as a Shrine! Never use foreign words. The Russian language is so rich and flexible that we have nothing to take from those who are poorer than us». [Turgenev, 1940]. «My request is to take care of our language, our wonderful Russian language, this treasure, this wealth, given us by our predecessors <...> Treat this powerful instrument respectfully; in the hands of clever people it is able to perform miracles!» [Turgenev, 1868-1869].

The global influence of English damages the modern Russian language, as people replace existing perfectly adequate Russian words with «cooler», more «attractive» English equivalents.

Changes in language

In linguistics, there are two main points of view on changes in language: evolution and degradation. Evolutionists see any change in language as a natural process that cannot be stopped; language is the only true democracy: we all vote when we speak or write, and, for better or worse, we force language to change. The supporters of the degradation doctrine are the purists who see the change of language as its destruction, simplification, the victory of human ignorance, etc.

Both points of view are true to some extent. All languages evolve over time and have a natural tendency to be simplified. Language is controlled by people who decide what words will be included in the dictionary and will become the generally accepted norm. But the use of existing words and expressions in the native language should be encouraged, rather than using foreign borrowings, when they are equivalents. This is especially actual for the modern Russian language.

Borrowing from English to Russian is not a new phenomenon, it is not the first century. However, the modern Russian language is bugged with anglicisms, thanks to the media, the Internet and the marketing industry. Today to go to a business lunch is «cooler» than to go just to lunch. Even if you eat the same, the context will be completely different.

E.V. Senko says that "the introduction of numerous foreign words leads to the displacement of native lexical units, to the destruction of important national images of the world. So, there is a pressure on our spirituality» [Senko, 2012].

On the one hand, numerous anglicisms penetrating into the Russian language are a natural phenomenon, reflecting the economic, political, cultural, social relationship between Russia and other countries that have intensified in the last decade. On the other hand, it is sad to note that in the pursuit of all foreign, in an effort to copy Western patterns, we are increasingly losing our identity, including language, because language reflects the way of life and way of thinking.

Conclusion

The number of Russian-speaking people who know English has increased significantly. Often in a speech situation the English word becomes more prestigious, than Russian, expression of its novelty is attractive. The use of anglicism in the speech of an authoritative person (or in advertising) can be an impetus to its assimilation in Russian speech.

Language is a self-developing mechanism that can «clean» itself, get rid of unnecessary things.

This also happens with foreign words. But in general, foreign language terminology is an interesting linguistic phenomenon, which role in the Russian language is very important.

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Влияние англицизмов на развитие русского языка

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Аннотация

В настоящее время существует ряд российских ученых, политиков, лингвистов, которые задаются вопросом, как меняется русский язык с появлением новых слов, заимствованных из других языков. В русском языке присутствуют иностранные слова, термины, особенно в области экономики, политики, техники. Авторы описывают три способа заимствования: смешанный способ, транскрипция, транслитерация. Они представляют прямые

заимствования, гибриды, кальки, полукальки, термины, профессионализмы и другие. В статье среди причин заимствования названы: историко-географическое взаимодействие языков и культур; развитие науки и техники; дифференциация существующих и появление новых понятий; терминологическая недостаточность (отсутствие понятий в родном языке); социально-психологические причины; процессы глобализации. Показано положительное и отрицательное влияние заимствований. С одной стороны, заимствование – это естественный процесс обогащения словарного запаса языка, но с другой стороны, этот процесс необходимо сознательно регулировать, чтобы сохранить чистоту родного языка. С одной стороны, многочисленные англицизмы, проникающие в русский язык, явление закономерное, отражающее экономические, политические, культурные, социальные отношения между Россией и другими странами. С другой стороны, печально отметить, что в погоне за иностранным, в попытке скопировать западные модели, мы все больше теряем свою идентичность, включая язык, потому что язык отражает образ жизни и образ мышления.

Для цитирования в научных исследованиях

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Ключевые слова

Глобализация, культура, язык, заимствование, англицизм, гибрид, калька, полукалька, термин, профессионализм.

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