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THE INTEGRATION OF ANGLICISMS IN MODERN RUSSIAN SPEECH (ON THE BASE OF EXAMPLES FROM MASS MEDIA)

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Abstract. The strengthening of information flows, the emergence of the Internet, the expansion of international relations, the development of the world market, economy, information technology, participation in competitions, international festivals, fashion shows – all this could not but lead to the emergence of new words and concepts in the Russian language. This paper highlights the latest borrowings of English words that emerged in the 21st century.

Keywords: anglicism, Russian language, classification, modern English borrowings, mass media, sociological survey, investigation

1. Introduction

The most important mean of human communication is language. It has a certain vocabulary, grammar and sound system. In the process of development, the language comes into contact with other languages and undergoes various changes. These changes affect all levels of the language, but especially its vocabulary, which reacts, reflects and records the changes taking place in all spheres of life and activity of people.

Nowadays, English is the language of international communication, becoming a significant language with a high social

status, expanding the scope of its functioning as a world language. The strengthening of information flows, the emergence of a global Internet computer network, the development of the world economic market, international tourism, cultural relations – all this has led to the emergence of new borrowed words.

The vocabulary of the Russian language is constantly enriched by borrowings from English – anglicisms. This process is due to the fact that in the last 10-15 years there has been a process of active penetration of English borrowings into the Russian language. Such words are often difficult to understand and need to be interpreted. In addition, the emergence of new anglicisms in the Russian language is controversial about the appropriateness of their use (Antonova, E.V., 2008: 56).

Many philologists and linguists note that the intensity of borrowing foreign vocabulary has reached alarming rates. Of particular concern is the fact that in the everyday speech of modern young people borrowings from English slang and their derivatives are increasingly found. It is easier for young people to express their thoughts and feelings through a foreign language.

2. Objectives/purpose of the study

The novelty of this study lies in the interpretation of the topic, hence its relevance is determined by the importance of the English language in the life of Russian society. The subject of the work is the investigation of English borrowings in the modern Russian language during recent decades.

The subject of the research is lexical units of English origin and their derivatives.

From the foregoing, the object of this work is the analysis of the modern English borrowings with the need to show the frequency of anglicisms' use in the system of the Russian language, and what is the impact of English in the everyday man of today's speech, using specific examples to identify the feasibility of the loans' use in the Russian mass media for the past five years.

To achieve the main object of the study, the following tasks were set:

1. To determine the reasons for borrowing English elements in the Russian language.
2. To identify the ways of formation of English borrowed vocabulary.
3. To classify the most used anglicisms in the areas of communication;
4. To find out the frequency of English loans' use in the mass media and everyday speech.
5. To understand the attitude of youth and older people to the phenomenon highlighted in this investigation.

3. Methodology

The data for study / study materials were the English borrowings collected during the investigation and analysis of various journalistic genres texts in contemporary Russian mass media and functioning in the speech of modern teenagers and older people.

In solving tasks above, the following methods and techniques were used:

- Methods of linguistic observation and comparison;
- Descriptive method with the techniques of linguistic phenomena observation;
- Technique of systematization and classification;
- A sociological survey.

According to the definitions given in dictionaries, *borrowings* are foreign morphemes, words or phrases which appear and take root in the language. They acquire lexical meaning, phonetic image, grammar features that peculiar to the Russian language, are used in various styles and are written in the letters of the Russian alphabet. Loans are an integral part of the language development process and one of the main sources of enriching a vocabulary.

The expansion of the normative boundaries of the mass communication language is due to the "americanization of the mass media language", i.e. borrowing and using words devoid of Russian roots. For example, words such as killer, voucher, travel cheque, digest, barter, market, bestseller, trend, etc., attract the attention of the Russian people with their unusual, but do not cause a conscious reaction (Kaskova, M.E., 2017: 183). According to Russian philologists, the abundance of vocabulary with the absence of native Russian roots, the so – called *amoebic* forms is one of the key problems of the mass media logosphere. The disappearance of the Russian roots does not just discolor the semantic and stylistic reserve of native speech, but deprives the designated true meaning. It became common to use the lexeme “*communication*” instead of the old word “*conversation*”, “*leader*” instead of “*head*”, “*speaker*” instead of “*chairman*”. Words that contradict evidence and common sense are introduced into the language in large numbers. They undermine logical thinking and thus weaken the protection against manipulation. In a word, rootless words deprive people of their roots, history, common feelings (http://bookscfe.net/read/kara_murza_serгей-vtoroe_preduprezhdenie_nepoladki_v_russkom_dome-257500.html).

3.1. The reasons for the penetration of anglicisms into the Russian language

There are several reasons for the penetration of English words and expressions in the Russian language and their successful adaptation. Along with the Dissolution of the USSR, in the 90s of the last century, the flow of American and European films and music flooded in Russia. Business, trade and cultural ties intensified, foreign tourism flourished. The long-term work of our specialists in offices of other countries and the emergence of united Russian-foreign enterprises in Russia have become commonplace. It was from this period that the active use of anglicisms began.

With the analysis of the theoretical material, we can conclude that the reasons for borrowing words may be:

1. The need for naming new objects, concepts and phenomena (printer, laptop, scanner).
2. The absence of an appropriate (more accurate) name in the Russian language (sponsor, spray).
3. The need to express polysemic descriptive constructions with the help of anglicisms (thermopot – thermos and kettle in one).
4. The enrichment of the language with more expressive means (image instead of character).
5. The perception of a foreign word as more prestigious, beautifully sounding (presentation instead of performance).
6. The need to specify the meaning of the word (killer – professional murderer, assassin-mercenary).

3.2. The ways of forming anglicisms

According to the ways of anglicisms' formation, the following groups of borrowings from the English language can be distinguished:

1. Direct borrowings are words that occur in the Russian language in almost the same form and in the same meaning as in the original language. For example: уик-энд (weekend) – day off, мани (money) – coins and banknotes collectively, тинейджер (teenager) – a person aged between 13 and 19 years.
2. Hybrids are words formed by joining a Russian suffix, prefix or ending to a foreign root. For example: креативный (creative) – innovative, аскать (ask) – request.
3. Tracing are the words used while preserving their phonetic and graphical appearance. For example: футбол (football), меню (menu), диск (disk).
4. Exoticisms – are words that characterize the customs of other nations and have no Russian synonyms. For example: чизбургер (cheeseburger), чипсы (chips), хотдог (hot-dog).

5. Foreign inclusions are words that usually have lexical equivalents, but stylistically differ from them and are fixed in a particular sphere of communication as an expressive means that gives special expression to a speech. For example: *вау* (Wow!), *окей* (OK).

6. Composites are words consisting of two English words. For example: *супермаркет* (supermarket), *секондхенд* (secondhand).

7. Jargonisms are the words that appeared as a result of distortion of any sounds and existing for fast transfer of information in certain communities. For example: *изи* (easy) – simple, *кле-вый* (clever) – smart, *крейзинутый* (crazy) – mad.

3.3. Classification of anglicisms

Borrowings are most often used in scientific and technical texts. One of the sources of English borrowings is the present-day mass media. Reading newspapers and magazines, sitting in front of a TV or computer screen, people constantly drop across the words of English origin. On the basis of the following newspapers' texts from "Komsomolskaya Pravda", "Argumenty I Fakty", "Vechernjaya Moskva", "Za Kaluzhskoy Zastavoy" and magazines for teenagers "I'm 15" and "Romeo and Juliet" for 2017, 199 of anglicisms were discovered.

Table 1 "Classification of anglicisms from analyzed Russian newspapers" demonstrates that after the distribution of words on the topics revealed that most of them are socio-political vocabulary (36 words) and vocabulary from the field of art, fashion (31), youth vocabulary (48). This is followed by technology, computer science (30), sport (21), profession (13). The least encountered words related to the topics of "Food" (11) and "Advertising" (9).

Table 1 – Classification of anglicisms from analysed Russian newspapers

Society, politics (36)	парламент, президент, премьер-министр, вице-премьер, мэр, губернатор, департамент, лидер, спикер, митинг, пресс конференция, резидент, координатор, рейтинг, брифинг, саммит, брокер, дефолт, эксперимент, гранд, инвестор, инвестиция, волонтер, шопинг, сертификат, бренд, бизнес, импорт, холдинг, дистрибьютер, дилер, тендер, офис, холдинг, бартер, бизнес
Art, fashion (31)	имидж, имиджмейкер, мейкап, лифтинг, пилинг, пирсинг, скраб, спрей, топ-модель, арт-дизайн, ди-джей, кастинг, продакшн, суперстар, триллер, шоу, презентация, декорация, композитор, клип, клипмейкер, шоумен, ремейк, блокбастер, боди-арт, хит, кардиган, топ, стрейч, худи, фешн
Youth vocabulary (48)	пипл, лузер, аутсайдер, кампус, бойфренд, тинейджер, геймер, никнейм, байк, байкер, скинхед, рэп, колледж, мобильный, тренд, лейбл, супер, релакс, респект, ролики, лайк, викенд, селфи, пати, смайл, драйв, хэппи энд, шузы, хаер, SMS, корпоротив, пикник, хайп, хейтер, лайк, агриться, свайп, гамать, чикса, стримить, юзать, юзер, лухари, блогер, мэссидж, инста, лук
Equipment, computer science (30)	тостер, миксер, блендер, кулер, кондиционер, спидометр, трейлер, таймер, компьютер, принтер, сканер, процессор, браузер, интерфейс, ноутбук, Интернет, дисплей, монитор, сайт, файл, блог, логин, онлайн, клик, браузер, картридж, гаджет, хакер, траффик, онлайн
Sport (21)	фитнес, скелетон, стрит рейсер, дайвинг, боулинг, байкер, спринтер, марафон, матч, пенальти, сноуборд, армрестлинг, форвард, бодибилдинг, виндсерфинг, фристайл, кикбоксинг, таймер, аквапарк, скейт, футбол
Profession (13)	мерчендайзер, менеджер, секьюрити, вошингер, клининговая компания, брокер, риелтор, провайдер, эколог, дизайнер, фермер, бизнесмен
Advertising (9)	баннер, постер, бестселлер, слоган, копирайтер, маркетинг, лейбл, ребрендинг, логотип
Food (11)	фастфуд, хотдог, сэндвич, чизбургер, чипсы, байтсы, панкейк, ростбиф, стейк, капкейк, маффин, ланчбокс

On the basis of thematic classification it can be concluded that the greatest number of anglicisms that came to the Russian

language are nouns and were borrowed mainly as the names of new subjects, professions and services.

4. Result/Findings

A thorough investigation in various Media confirmed that borrowings from English are widely represented in different spheres of modern Russian life. This made it possible to classify all founded borrowings into several groups:

1. anglicisms in social and political life:

summit – meeting of heads of state or government;

tender – is a competitive form of placing the order;

mass media – the media.

2. anglicisms in financial and economic life:

marketing – market research and active impact on consumer demand;

dumping – sale of goods at lower prices in order to eliminate competitors;

retailer – a company that organizes the retail sale of goods and services.

3. anglicisms in cultural life:

release – release of a new film or any musical production;

trailer – is the announcement about the film;

flashback – return to the course of the film or novel to past events.

4. anglicisms in the fields of science and technology:

smartphone – a portable multifunctional device, a hybrid of a cell phone and a pocket computer;

interface – methods by which the user controls the program;

content – the content side of the site.

5. anglicisms in sports:

contest – competition;

tubing – implement of bouncy round for skiing on the snowy slopes;

6. anglicisms in everyday life:

trend – new-brand;

fashion – мода;
townhouse – individual semi-detached house,
fitball – an inflatable ball for sports. (Ivleva, A.R., 2003:
72)

Analyzing the situation of the use of anglicisms in mass media, it can be concluded that new borrowings can be divided into two categories – justified borrowings that meet the needs of the language itself; and unjustified borrowings, which could be avoided with a more careful attitude to the natural Russian word.

We consider the presence of the majority of anglicisms in computer, sports, financial, scientific, technical and musical vocabulary justified, as it is caused by the need for naming new things and phenomena in our lives, the desire for internationalization of terms, the alignment of the Russian language to the international standard. Here are some examples of such borrowings:

“blog” – a page on the Internet, decorated in the form of a magazine, diary;

“mainstream” – a trend in art, characterized by features recognized as typical for the time;

“velotrial” – cycling competitions on overcoming of the route with natural or artificial obstacles.

In addition to the necessary borrowings, unnecessary borrowings are identified, the use of which can be explained by their attractiveness, prestige, the desire for a fashionable more modern word (Chernogolovina, T.G., Khudyakova, N.V., 2017: 256). Such borrowings do not meet the requirements of necessity, as in the Russian language such means to refer to the mentioned phenomena already exist. An attempt to find lexical equivalents to the discovered borrowings of this type is made. Some examples are given:

Мониторинг – control, хайвэй – a main road, especially one connecting major towns or cities, ребрендинг – changing the name of the product or service, дилер – market agent, sequel – a published, broadcast, or recorded work that continues the story or develops the theme of an earlier one, кемпинг – the activity of

staying in a tent on holiday; фреш – (of food) recently made or obtained; not tinned, frozen, or otherwise preserved; шопинг – to visit places where goods are sold in order to look at and buy things; дедлайн – the latest time or date by which something should be completed.

The results of a sociological survey

While looking through the newspaper or watching TV, anyone is inevitably faced with a lot of words of English origin. In order to find out how teenagers and the age group understand and how they relate to anglicisms in everyday life, we conducted a survey. The representatives of the older generation and the students of 5-6 and 9-11 grades of GBOU SOSH № 1273 were interviewed. A total of 120 people took part in the survey. The conclusions of the survey are presented in the form of pie charts. First pie chart called “*The reasons for the use of anglicisms among students*” shows the answers to the question why students use English borrowings in their everyday life.

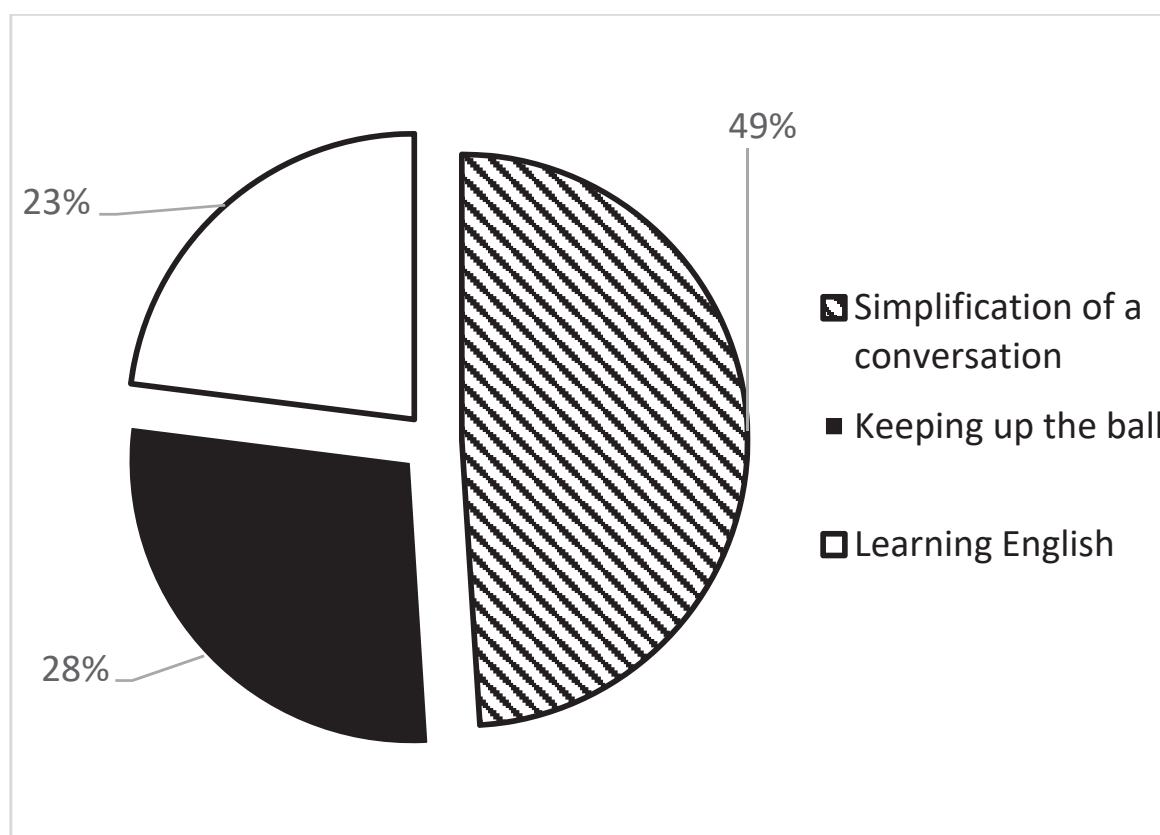


Figure 1. The reasons for the use of anglicisms among students.

The most popular areas of English loans are shown in the figure 2 “The areas of everyday life where the respondents meet anglicisms”. The respondents answered that anglicisms are commonly used in the Internet, mass media and shopping spheres.

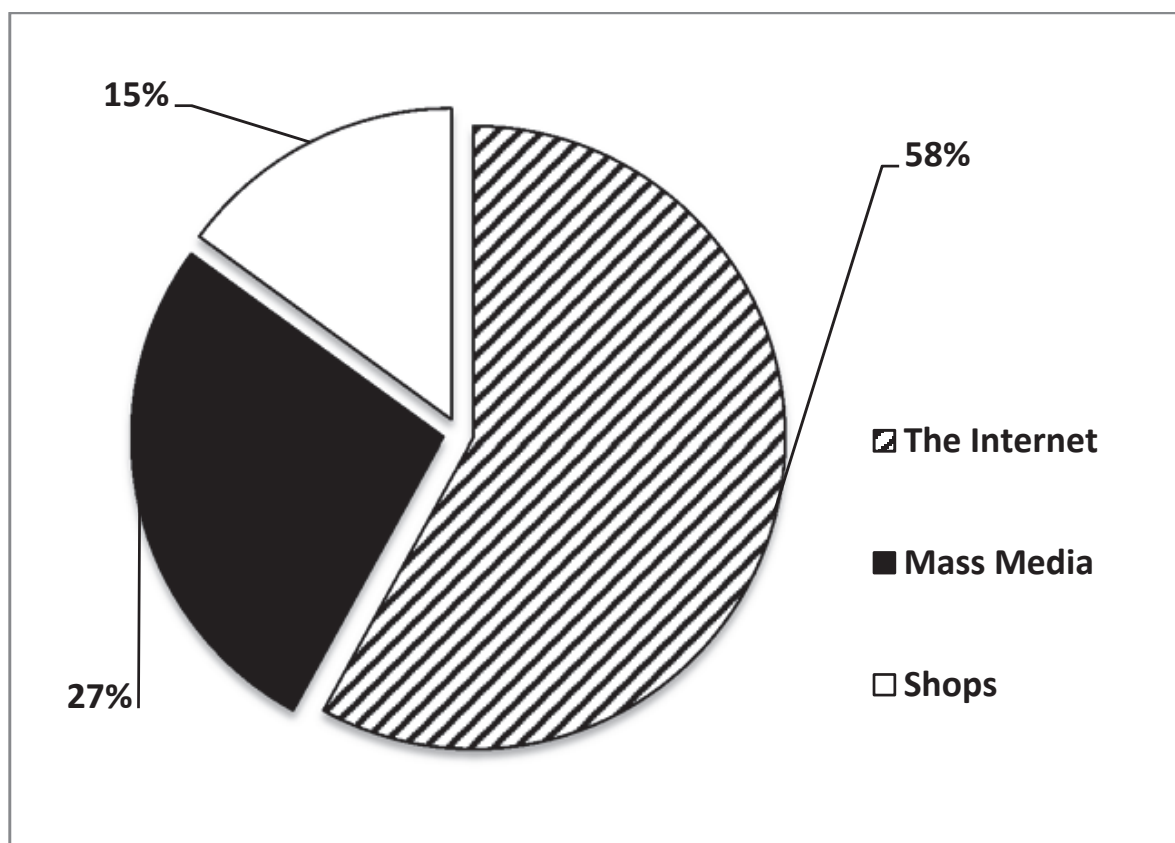


Figure 2. The areas of everyday life where the respondents meet anglicisms

In the Figure 3 is shown percentage ratio of the respondents' attitude to the use of anglicisms in their everyday life. To the question: "How do you feel about the use of English words in the Russian language?" among young people, 43% responded "indifferently", 12% "negative", 45% "positive". Among adults "indifferent" answered 35%, "negative," responded 48%, "positive" 17%.

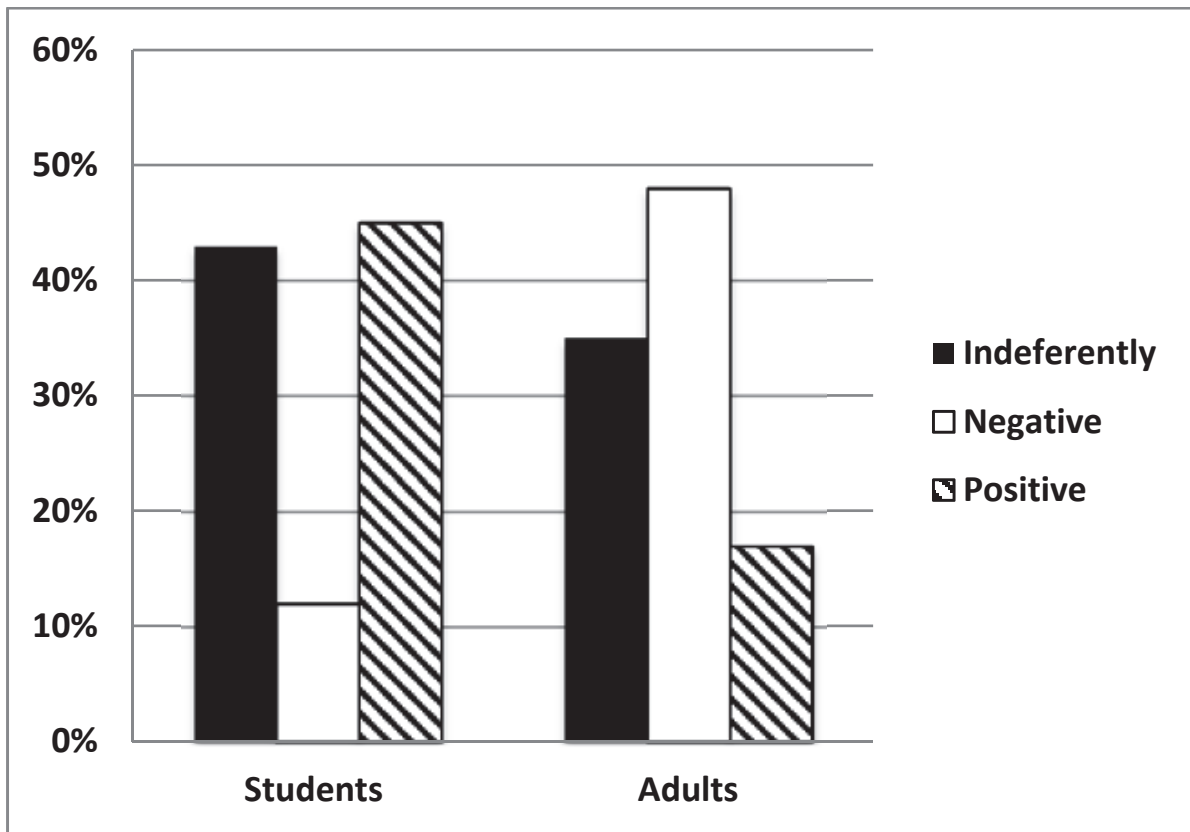


Figure 3. The attitude to the use of anglicisms in the modern Russian language.

5. Discussion

Nowadays, English words in the modern Russian context become one of the symbols of our era. This phenomenon is facilitated by Russia's expanding contacts with other countries of the world, the need for international exchange of information, the emergence and dissemination of new ideas, things and technologies. A necessity to name, differentiate or internationalize new concepts is emerged.

The rapid influx of anglicisms into the Russian language raises the question of the appropriateness of using many of them. The analysis of the situations of the use of English borrowings in the media revealed cases of both justified and unjustified use of them. In the first case, borrowing was an indispensable means of concise and accurate transmission of information about new phenomena and concepts in our lives. In the second case, the use of English-language borrowings was unnecessary, since in the Rus-

sian language there are already means to refer to the mentioned phenomena.

1. The process of borrowing from the English language is inevitable as an urgent requirement of modern life with its scientific and technological progress and the leading role of the USA and the UK in the international space.

2. It is important to respect the native language, which is a precious heritage of modern man.

3. Careful attitude can manifest itself in the use of really necessary borrowings that enrich the language.

4. The use of unnecessary borrowing for the sake of their prestige, following the fashion for all Anglo-American, it is better to avoid, otherwise soon Russian people will read newspapers and magazines with the English-Russian dictionary.

Thanks to this study, we conclude that currently the process of borrowing from English into Russian is increasing. On the one hand, this process is inevitable, but on the other hand, the cultural basis of the language must be preserved. Therefore, anglicisms must meet the following requirements:

- any borrowing should be necessary if it is impossible to do without it in the Russian language;
- a foreign word must be used correctly and precisely in the meaning it has in the language source;
- they should be clear to those who use it.

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UNIQUE FEATURES OF KIWI ENGLISH IN NEW ZEALAND

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Abstract: The uniqueness of the sociolinguistic situation in New Zealand lies in the joint influence of British, American, Australian, some local variants of the English language and the Māori language. All these factors marked the beginning of the formation of the New Zealand version of the English language.

Keywords: Kiwi English in New Zealand, dialects' classification, Māori, cross-cultural communication, sociolinguistic situation, Kiwi English uniqueness, characteristic features

1. Introduction

New Zealand's modern English, originally derived from the national language of the United Kingdom and developed over two hundred years in relative isolation, has established itself as a national language. Socially, culturally and functionally, New Zealand English (NZE) provides the full range of modern linguistic and communicative needs of the New Zealand nation. Nevertheless, the extent of knowledge of NZE is significantly inferior to the knowledge of the related variants of the language. The cause of this phenomenon is partly rooted in the colonial past when the problems of the language situation outside the capital were usually not included in the circle of scientific interests of representatives of Western linguistics; also we should take into considera-