

INTERLANGUAGE RECODING AS A COMMON WAY OF LANGUAGE INTERACTIONS IN MODERN PRESS

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Abstract. The article provides a descriptive study of recoded from Russian words in modern western press. The focus is placed on the process of interlanguage recoding as a way of language interactions in the media; peculiarities of functioning of recoded lexical items have been considered. Illustrating the use of recoded from Russian words, the author distinguishes their most typical functions in newspaper texts.

Keywords: language contacts, interlanguage recoding, russianisms, modern press, national and cultural determination, expressive means, stylistic device

1. Introduction

Due to the globalization of modern world and intensive use of global communication networks, we can testify an increasing growth and extension of language contacts, especially through different channels of mass communication. It is evident and generally accepted that nowadays mass media not only closely follow world events and reflect the ongoing changes in terms of international relations but also have a strong influence on the worldview formation, including linguistic consciousness. In this context different aspects of intercultural communication through media space are still relevant and become even more urgent issues.

The anthropocentric vector determines the relevance of researches related to the study of the message sender's strategies of choosing and using language signs, on the one hand, and their effects on the recipient, on the other hand.

Indeed, the process of intercultural communication is an interaction not only between two or more communicants possessing

certain individual characteristics (age, gender, social status, etc.). It essentially presupposes relations between two separate language systems with sometimes different structures and two linguocultures with their national-specific features.

Thus, the ongoing language contacts lead to some sort of linguistic exchange, which is the most evident in the process of lexical borrowing. The modern sociolinguistic situation is characterized by the dominance of the English language in the world. As a result, a wide range of Anglicisms and Americanisms are borrowed by many different languages and Russian is no exception (Fisher, R., Pulaczewska, W. 2009). And that is exactly the language of the mass media which is perceived as «a kind of "transit point" for foreign language vocabulary in its transition to the literary language» (Kamaletdinova, A.B., 2002:17).

However, recent studies have revealed that English is also undertaking some changes under the influence of language contacts (Lichtkoppler, J., 2005; Ferguson, G, 2006). It should be stressed that language interactions have at least two-way directions and Russian can also represent a source language for English itself (Podhajecka, M., 2006; Protsenko, E.A., 2015).

As the problem of language contacts is viewed at present within the framework of correlations between national languages and cultures, more and more attention is given to the process of language interactions such as code switching and code mixing. Recent years are marked by a number of studies devoted to different aspects of code-mixing (for example, Fisher, R., Pulaczewska, W. 2009; Witalisz, A., 2011; Mabule, D.R., 2015), as well as types and functions of code switching (Niema Hamad, A.H., Ammar, A.A., 2016).

2. The purpose of the study

The scientific novelty of this work lies in the fact that we will focus our attention on the functioning of language signs recorded from one language to another.

We suggest the term «interlanguage recoding» to mean a specific way of code mixing which results from coding one language unit in accordance with the rules of a different language system, for example, Rus. бутик from Fr. boutique and, on the contrary, Fr. la baboulinka from Rus. бабуленька, Eng. Vojd from Rus. Вождь and Rus. гринрум from Eng. Green room etc. The term «cross-language recoding» can also be used stressing the fact of a language unit passing from one language system to another while the term «inter-language» underlines the interlanguage position of recoded units being between two language systems.

In general, the interlanguage recoding can be viewed as borrowing keeping in mind accepting elements from other languages and cultures, whether they are words, concepts or other units. However, in contrast to lexical borrowings, recoded lexical items have not been accepted into the system of the recipient language, being marginal. The majority of recoded from Russian words are not registered neither in modern dictionaries of French or English, nor in the dictionary of foreign words. In fact, they represent a transitional stage from one language system to another, one of the borrowing process stages. The term «recoded lexical items» (or units) will be used hereinafter just to underline the way of forming the corresponding language signs, recoded from one language code into another.

This article provides a descriptive study of recoded from Russian lexical units aimed to identify their most common functions in modern western press. The research is based on a detailed analysis of the contexts of using about 200 lexical units with a total of more than 7000 examples providing data base for our study.

3. Methodology

While studying lexical items recoded from Russian, we used mainly descriptive and comparative methods as well as techniques of distributional and component analysis. As a result,

we have revealed a number of specific features of interlanguage recoding which can be traced at different language levels, such as graphical, grammatical, semantic, and others.

In general, the research includes a comprehensive in-depth study of recoded units: graphic representation and grammar categories are examined, word-formation models are revealed, semantic changes and functional aspects are described (Protsenko, E.A., 2015). Within the limits of the present article we will focus our attention on the functional aspect of interlanguage recoding.

The database for the present study is provided by articles published in the most popular French and British national periodicals for a period from 1995 to 2015 («Le Figaro», «Le Monde», «Libération» and «The Guardian», «The Times», «The Telegraph», «Independent» respectively).

4. Findings

First, it should be noted that proper names used in their nominative function represent a considerable proportion of recoded lexical items (more than 30%). In fact, a rather wide and diverse range of Russian people is mentioned in western press, from historical figures such as Peter the Great (Piotr Veliki), *le tsar Alexandre III*, Potemkine and Stalin (Iossif Vissarionovitch Djougachvili, dit Staline) to contemporary political figures (for example, V. Poutine, D. Medvedev, G. Ziouganov, A. Navalny etc.); from the world-famous Russian writers such as L.N. Tolstoy, M. Gorky, A.S. Pouchkine to little known and not published in Russia authors of recent years, for example, Alexander Ikonnikov. There are even ordinary Russian names such as Slava, Grisha, Viktor, Tania and Ania etc.

In some cases of interlanguage recoding the prominence comes to the subject-logical meaning of the word. It is noteworthy that in such cases the recoded unit is doubled in its parallel French or English translation, for example: Tsoup (from Rus. ЦУП) – Mission Control Center or le Centre russe de contrôle des vols spatiaux; Mir (from Rus. Мир) – space station; VTsIOM

(from Rus. ВЦИОМ) – Centre russe d'études de l'opinion publique etc.

In other words, the functioning of a significant proportion of recoded units revealed in the modern western press fits into the framework of the renomination theory. Toponyms and anthroponyms, among which the most common are proper names and names of different institutions, are mainly used in this function.

On the other hand, the toponymy and anthroponomy are also indicators of cultural and historical background which becomes even more apparent when transferring into another language and, consequently, another cultural environment. Thus, the recoded words such as *oblast*, *gorod*, *ulitsa*, *pereulok*, *prospekt*, *proyezd* and others transfer some cultural and linguistic specifics helping to create an authentic Russian atmosphere:

«Where to find it: 12 Ulitsa Bolshaya Lubyanskaya (metro: *Kitai-gorod*)». [Guardian, 21.09.2002].

«12 Baskov *Pereulok* with a vigour that seems little diminished since he taught Putin judo 40 years ago» [Guardian, 12.07.2006].

«La station Plochad Revolioutsi est ornée de solides statues de bronze». [Figaro, 10.02.2014]

Among recoded lexical units are also the names of different institutions such as GUM, univermag, Gastronom, apteka, Parikmakherskaya as in the following example: «I ventured into "Parikmakherskaya", a barber's shop run by Syoma, an old Jew from Minsk and a former "Soviet activist" (in his words)» [Telegraph, 29.04.2000].

The list of recoded words illustrating culture-specific meaning is quite long including some historical concepts such as *narodniki*, *narodnitchestvo*, *pereselentsy*, *oprichnina*, *zemstvo*, material objects – *chapka*, *kalache*, *kalachnikov*, *shuba*, *telega*, *valenki* etc., national dishes or costume, for example, *sarafane*, *borsch*, *rybnik*, *koulebiaka*, *pelmeni*, *oladi*, *blini*, *vareniki* etc. In fact, they all are realia, i.e. objects, concepts or phenomena typi-

cal for the history, culture and way of life of the Russian people but missing in western language culture.

In this case, interlanguage recoding can be seen as a way to transfer culture-bound terms, whereas recoded items are word-realities i.e. lexical units used to call the national phenomena. It is indicative that their meaning is usually explained in the context. Compare:

«Dans l'histoire moderne, le populisme avait fait son apparition au milieu du XIXe siècle, en Russie, où des jeunes intellectuels – les narodniki – avaient lancé le mouvement appelé narodnitchestvo, puis en Angleterre et aux Etats-Unis ». [Monde, 30.03.2001]

«Nardnitchestvo, de narod – people» (Figaro, 18.05.2002).

«Next, he co-founded a movement called Narod (The People) and started attending the Russky Marsh, an annual march to promote the rights of the people». [Guardian, 15.01.2012]

In general, the British press describes Russia as «the land of borscht, fur ushankas and permafrosted woolly mammoths» (Times, 29.08.2010).

In some cases, recoded units that name objects of traditional Russian culture are used in western press as a symbol of the Russian way of life and, generally speaking, the Russian national culture. One of these symbols is matrioshka, which is not only an essential attribute of Russia for foreigners, but is also a manifestation of Russian style and national character: «Dans leur version plus traditionnelle, les matriochkas, avec leur charme intemporel, leurs silhouettes solides et leurs visages sereins, sont aujourd'hui un symbole identitaire des Russes parce qu'elles «incarnent le style russe et le caractère national» (Figaro, 03.08.2015).

As an illustration of the symbolic use of the word samovar as the center unifying different families and representatives of different nationalities, the following context can be given: «Tout monde parlait russe, on se retrouvait autour de samovar et des blinis, à chanter des chansons russes...» (Liberation, 10.05.2007).

In addition to the above mentioned functions, recoded from Russian lexical units are also used as an expressive means or stylistic device making some impact on the reader. As an example we can cite a passage from “The Independent” describing the Russian word “gulyat”: «What did you expect? Gulyat means to entertain (sometimes to excess) – and the Russians are famous for it. To outdrink a Russian, outscreech a Russian, outdance a Russian is a difficult business, indeed» (Independent, 01.03.2011). The recoded from Russian word is formally marked (typed in italics), its meaning being explained in the context.

It is worth noting that the author has used two sentences and four verbs (to entertain, to outdrink, to outscreech, to outdance) to define the meaning of one Russian verb. This fact highlights a very broad semantic structure and additional connotations of the word understood in this context as a specific for the Russians way of behavior. The above cited example makes evident certain connotations adding more expressivity to the text.

The most common stylistic device used in western press is the recoded from Russian word “niet” denoting the Russian power of veto at the ONU: «Le président exploite d'abord le niet russe – son droit de veto – au Conseil de sécurité de l'ONU, vieux réflexe soviétique» (Monde, 26.06.2013).

Moreover, this recoded item is used as the basis for figurative interpretations of the Russians. As a result, Mr Lavrov, for his cold blood, integrity and adherence to national principles, has received in the French press the nickname "Monsieur niet" inherited from Andrei Gromyko:

«Décrit, par ses partisans et ses détracteurs, comme un *"animal à sang froid"*, un *"négociateur redoutable"*, Sergueï Lavrov, 63 ans, est, depuis neuf ans, le visage de la politique étrangère russe. S'il n'a pas encore atteint le score de longévité de son lointain prédécesseur Andreï Gromyko, resté pendant vingt-huit ans à la tête de la diplomatie soviétique, il partage avec lui le surnom de "Monsieur niet"» [Monde, 12.09.2013]

In conclusion it should be noted that borrowed from Russian words, in contrast to recoded lexical units, tend to lose their national and cultural specifics being referred to other countries. For example, French journalists suggest the threat of Stalinism in western democracies («la nuit du stalinisme tombe sur les démocraties populaires» (Monde, 02.05.2005)) and the British press write about perestroika in the USA (Times, 21.02.2003), in Cuba (Guardian, 7.04.2008) or China (Times, 25.08.2008).

5. Discussion

The above mentioned examples clearly demonstrate that lexical items recoded from Russian are quite diverse in the sense of subject matters and relatively frequent in the modern western press. Their use in newspaper articles is motivated by the author's pragmatic intention and usually results from the need to transmit cultural identity, while possessing a certain expressive or stylistic connotations.

The contextual analysis of recoded from Russian lexical units in the modern western press revealed a variety of functions, such as nominative, informative, function of the national-cultural determination, symbolic, expressive, emotional and other functions. Interlanguage recoding is not only used for the transmission of subject-logical or culture specific content of the message, but is also a quite effective expressive means and stylistic device designed to have a certain influence on the reader or to create in his mind a certain image of the country.

Undoubtedly, the issue of describing and classifying functions of different language units formed as a result of language interactions deserves more careful attention of linguistic researchers. It is our hope that this work will promote further studies in this field. We can only remark that our findings indicate the difficulty and, at times, the impossibility of explaining the reasons for using recoded lexical units by only one function. Therefore, we are inclined to the multifunctional theory which has al-

ready been put forward by some authors with regard to other linguistic units (Lindberg, E.S., Polyakova, N.V., 2015: 59).

We understand multifunctionality as a hierarchy of multiple levels with different degrees of generalization and detail (e.g., the genre, the author's style, a specific text or a particular use of language units). For example, if the nominative function is commonly found in almost all contexts, the function of national and cultural determinations characterizes the majority of recoded units' usage but in a specific context the use of the corresponding language unit may create an ironic, humorous or any other stylistic effect. Along with this, we cannot forget about individual author's style and expressive features of media discourse. Thus, at the top of this functional pyramid we find nominative function while its deep level is the point of intersection of different functions not only of the same but also of different hierarchy levels.

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LANGUAGES (MIS?) MANAGEMENT A CASE STUDY OF A SWISS PRIVATE SECONDARY BOARDING SCHOOL AND A RUSSIAN-SPEAKING NICHE MARKET

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Abstract. This paper questions the role of language management and embracing cross-cultural differences in a changing neoliberal and global economy. The research uses critical discourse analysis to study multimodal promo-