

## On Anglophone Borrowings in the Contemporary Russian Media

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### **Abstract**

The given article discusses the main reasons of penetrating of the English words into the Russian language, particularly its media discourse. In this light, the theoretical views of different scholars concerning the issue being studied. The fundamental points of the process as a whole have been highlighted.

**Key words:** borrowing, media discourse, loanwords, foreign vocabulary.

As we know, vocabulary is the most dynamic aspect of language at any time. It represents the smallest degree of abstraction in a language, because a word is always subject-oriented; it can be borrowed, formed anew or from existing elements in the language. This article outlines the issue of English-language loanwords in modern Russian media.

The study of the interaction of languages, the emergence of English borrowings which now occupy a significant place in the Russian language as a result is obviously the most important area of modern linguistics. Borrowings are such a layer of vocabulary, which brings changes to the native language, affecting the formation and development of culture, ethnic groups, as well as international economic and political relations. Such scientists as A.Yu. Romanov, E.V. Sergeeva, O.E. Bondarets have studied various aspects of borrowing: a sociolinguistic aspect, etymological and chronological aspects, and semantic aspect.

The intensive penetration of Anglicisms into the Russian language causes aggravation of the linguistic situation, concern and polemics among linguists. The acquisition of foreign words by the Russian language in different eras reflects the history of the Russian people. Economic, political and cultural contacts with other countries, military clashes have left their mark on the development of the language. O.A. Agarkova represents the three stages of the borrowing process. According to the author, the appearance of the first borrowings back the XVI - XVII century, during the close interaction of the British and the Russian people in the field of trade, military affairs and diplomacy. Thanks to these contacts, borrowings have firmly rooted in the Russian language. Russian speech was replenished with the terms and names of various spheres of knowledge: the names of titles, institutions, positions and monetary units, sea and military terms were the main indicators of the

foreignized Russian speech. Their initial use can be observed in the articles of Russian embassies to England.

English words that do not have equivalents in their native language are often used in the speech of Russian diplomats: “Lord Trezer”, “Lord Cyper”, “Chifjestes”. The second stage of the integration of English borrowings into the Russian language is associated with the activation of the scientific and economic activity of Russia with England. The terms of marine and shipbuilding topics were firmly introduced into Russian speech, since it was the time of the reign of Peter I. The speech of foreign experts, Russian people who worked and lived abroad, as well as translated books became a source of borrowing.

The third stage, namely the XX - the beginning of the 21st century, is characterized by the active penetration and use of English words in the Russian language. The English language during this period of time contributed to the improvement of international Russian-English relations, as a result of which new trends in the economic and political life of the country were outlined. In addition to printed sources that illuminated scientific and technological progress, English borrowings penetrated the Russian language through journalism and media. The journalistic discourse is of particular interest to borrowing, as it reflects the mood of society.

The formation of modern civilization is closely connected with the emergence of the technological possibility of mass creation of messages - the press. Science gave the world a convincing method of creating messages for the press. Thus, the mass media emerged, with their own language, lexical structure, and style. The newspaper and journalistic style is thematically very diverse, this determines the extraordinary breadth and variety of its vocabulary. From this point of view, the journalism is the richest variety of literature. The newspaper-publicist style performs the function of influence and message. The journalist reports the facts and gives them an evaluation. The interaction of these two functions determines the use of words in journalism. In journalistic speech, the proportion of means and methods of achieving expressiveness is generally very high. It is no coincidence that the description of the journalistic style is usually limited to the description of specifically expressive means. One such means is the use of borrowed English-language words.

Modern media also reflect the main socio-economic processes in society and the processes of transformation in the language. Any phenomenon or event in one form or another is reflected on the pages of newspapers and magazines, on television screens, in the news feeds of Internet portals. It is no secret that the influence of the media on the development of language is sometimes quite significant. These or other word formations, introduced into the language by the media, firmly enter our speech, take root in it. A significant stratum of vocabulary in the Russian press consists of

foreign-language borrowings. The processes of change, which began in the 90s, were reflected in the Russian language, and once again the question of the advisability of foreign, namely English-language, borrowings was raised. Analyzing the modern press, it is easy to notice that the problem of English-language borrowings in mass media is as topical as ever.

The media often uses the borrowed word oligarch, familiar from the textbooks of the ancient world. Today, this is the name of large Russian capitalists with great personal influence on the political process. Oligarkh (Oligarch) is a representative of big capital who has a serious influence on the power, politics and economy of the country. Previously, this word was not used outside of works on the history of the ancient world, where it referred to each of the co-rulers of ancient Sparta individually.

In connection with the replacement of the Soviet elections with a different electoral system and with the establishment of democracy in Russia, the words ballot, rating and populist actualized and acquired new meanings, shades of meaning and new compatibility. In Soviet times, it was unthinkable to talk about the rating of this or that politician. The current public competition of Russian politicians and their dependence on voters (electorate) have made it possible to combine the word rating with the names of specific Russian politicians, made the word populism more relevant, and filled the word ballot (to stand for election) with real meaning. Similar situations occur with such words as high class (high class), web-design, web-page, etc.

The list of English-language borrowings in the media can be continued with such words as image, provider, internet, website, online, know-how, impeachment, PR, superhit, economy-class, present, etc.

From all the above it can be concluded that modern linguistics is a product of cognitive activity, which was carried out by the efforts of representatives of many ethnic cultures; due to the progressive development of linguistics as a science, words and phrases of foreign, namely English, origin began to function in the early twentieth century.

The appropriateness of the inclusion of English-language loanwords in Russian texts of different styles, including newspaper and journalistic style, should be carefully considered each time, since the abuse of foreign language vocabulary leads to the fact that even texts designed for a wide range of readers or listeners can become partially incomprehensible and will not achieve the intended goal.

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