

## ANGLICISMS IN THE LOCAL PRESS

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Nowadays there is an active interest in Russian–English language contacts and there are some good reasons for it. "Latins of the twentieth century" is rightly called English because about three quarters of all loans in Russian account for the Anglo–Americanisms. Any language as a living, dynamic system responds instantly to new ideas and developments in the real life [1, с. 35].

The actuality of the study is determined by the significance of the English language in the life of modern society. We assume that if the concept affects important areas of human activity the borrowed word will become commonplace. The purpose of my research is to find out in what areas of human activity Anglicisms are most commonly used in our language. The aim is to analyze the use of English words in the local press.

The language is changing as rapidly as its vocabulary. In the process of historical development human languages are constantly engaged in language contacts with each other. Any language contact is an interaction of two or more languages that have some influence on the vocabulary of one of them [2, с. 29].

The emergence of a large number of foreign words of English origin, their rapid consolidation in the modern language is due to rapid changes in the social and scientific life. Enhancing of the information flows, the emergence of the global computer Internet system, the expansion of interstate and international relations, the development of the global market economy, information technology, participation in contests, international festivals, fashion shows – all this could not but lead to the entry of new words into the Russian language. Intensified business, shopping, cultural relations, foreign tourism has increased the need for intensive dialogues with people who use other languages. And this is an important condition for direct borrowing of new words from these languages [4, с.59–63]. Thus, the borrowing of Anglicisms meets the above reasons.

The main reasons for borrowing Anglicisms are:

- The need for the name of the new objects, concepts and phenomena. Due to the rapid development and spread of information technology, many new items appeared in everyday life that require the name ("scanner", "internet", "laptop", "CD", "website"). Thus, a huge number of Anglicisms flooded into speech, as it is easier to use existing words of another language than invent new ones.
- Lack of appropriate name. 15% of new Anglicisms become part of the vocabulary of businessman in connection with a lack of names in the language of the receptor ("sponsor", "spray", "digest", "virtual").
- The need for specification of the word ("the sandwich": "a hamburger", "a fishburger", "a chickenburger").
- Knowledge of English is considered to be highly prestige and often people who use Anglicisms want thereby to look fashionable or prestigious, to win the respect of the interlocutor and so on.
- The need to express long phrases by means of Anglicisms ("quiz" – a radio or television play based on questions and answers on various topics with prizes; "briefing" – short press conference for journalists).
- The expressiveness of novelty. Many firms and companies use the Anglicisms as the title to draw attention to the novelty of the sound (Beeline, Luxtelecom, Skylink, Westland, etc.) [3, с. 50–78].

The terms of new concepts and phenomena that are of Russian origin are limited. Therefore, it is more prestigious and effective to borrow an existing category with borrowed concepts and objects. We can distinguish the following groups of foreign borrowings:

- Direct borrowing. The word found in the modern language has about the same form and meaning as in original, for example, such words as "weekend" – выходные; "money" – деньги, "menu" – меню, etc.

- Hybrids. These words are formed by joining Russian suffixes, roots, prefixes and endings to foreign words. In this case, they change the meaning of a foreign word, for example, “аскать” (“to ask” – просить), “бузить” (“busy” – беспокойный, суетливый), etc.

- Half – loan translation. The words follow the rules of the Russian grammar (suffixes can be added). For example: “драйв” – драйва (drive); «Давно не было такого драйва» means “fun and energy”.

- Exotic objects. These words characterize specific customs of other nations and are used in the description of non–Russian reality. A distinctive feature of these words is that they do not have Russian synonyms, for example, “chips” (чипсы), “hot dog” (хот дог), “a cheeseburger” (чизбургер).

- Foreign blotches. These words are fixed in a particular field of communication as means of expression, which gives a special speech expression, for example, “окей” (OK), “вау” (Wow!), “диджей” (DJ), “тиви” (TV).

- Composites. The words are composed of two English words, such as “second–hand” – магазин, торгующий одеждой, бывшей в употреблении; “video–room” – комната для просмотра фильмов.

- Jargons. These words appeared as a result of any distortion of sounds.

Thus, borrowings can be formed by the available language models taken from other languages which appeared in the result of the development of new meanings of familiar words.

In conclusion, it should be noted that English words are often met in the local newspapers. According to our research many words have Russian synonyms in our language. Moreover, people use and understand the meanings of English borrowings and have positive attitude to them. They consider that if you want to be in the main stream of life you should use words of English origin in speech and understand their meanings in mass media. We found out that if the concept affects important areas of human activity the borrowed word will become commonplace. It should be mentioned that the most frequently used words of English origin can be easily found in the articles related to science, sport, economics and informational technologies. Thus, using Anglicisms in mass media makes our language more expressive and bright.

#### **Список использованных источников**

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