

# АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЛИНГВИСТИКИ И МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

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## ANGLICISMS IN YOUNG PEOPLE COMMUNICATION

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It is becoming increasingly popular to apply borrowed from English words (so-called anglicisms [1]) in modern Russian language. It is connected with the status of English as a world language. It proves the popularity of English and permanent growth of English-speaking people in Belarus. Learning English has become prestigious for young people. Under such conditions of popularity, however, when two languages contact there is a penetration of foreign words into conversational speech. This process is especially bright in young people's slang, who in the process of communication shorten, deform and simplify borrowed words. Active intrusion of foreign vocabulary into everyday life causes difficulties not only for people studying Russian as a foreign language, but also for native speakers of Russian. This paper considers the reasons for borrowing words from English, there are examples of anglicisms and some of the most widely used deformed anglicisms in the speech of young people.

The main reason for borrowing English words and computer terms is the lack of corresponding concepts in Russian. The vocabulary of a 21st century businessman includes such anglicisms, as бэдж, ноутбук, органайзер, таймер, аутсорсинг, бестселлер, бизнес, дилер, дистрибьютор, инсайдер, линзинг, маркетинг, менеджмент, мерчендайзинг, прайс-лист, промоутер, офис, риелтор, франчайзинг, холдинг, апгрейд, байт, бит, блог, браузер, веб, Интернет, интерфейс, клик, логин, онлайн, офлайн, пиксел, скриншот, спам, трафик, файл and many others [1].

The majority of these borrowed words are applied for new concepts having no alternatives in Russian. It is connected with rapid computerization of the population. Computer technologies are paid great attention to all over the world. In this context computer technology sphere is the first to experience the great number of new words. We have a unique avalanche: English special words and abbreviations, more often in English spelling, are becoming widely used. New English terms from the specific vocabulary of computer experts and computer engineering designers are coming into general use.

In certain cases when we need to letter a phenomenon it is difficult to find an exact word in a native language, but in some other language (for example English) there are two units which joined together exactly reflect the meaning of the phenomenon. In such a case we see the formation of a new Russian word rather than the process of borrowing words, for example ноу-хау (know how), шоумен (showman), хендмейд (handmade), ток-шоу (talk show), хайтек (hi-tech, high technologies), рингтон (ring tone), скриншот (screenshot) and others.

There are some other reasons for borrowing words. There is a widely-used opinion that foreign technologies are more progressive in comparison with domestic and foreign goods are of better quality. The examples are such words as *manager* instead of *управляющий*, *businessman* instead of *предприниматель*, *boyfriend* instead of *парень*, *promotion* instead of *продвижение*, *leasing* instead of *аренда*, *communication* instead of *общение*, *time-out* instead of *перерыв*, *make-up* instead of *макияж* and others. In conversational speech English words are often more prestigious, than Russian and the application of English words may prove the high level of speaker's education. It is especially true when we speak about present-day computer technologies.

What concerns young people they widely use anglicisms in their slang. But in this case there is a problem of language "pollution" and "mangling" anglicisms used by young people in order to simplify communication. It is connected with the development of the high-speed Internet and in particular with the growth of the Internet communication popularity. In the course of communication a lot of words are shortened, simplified and changed to be like Russian words. Specific words are also borrowed from the Internet communication, specific vocabulary of computer experts and virtual

video games which are also becoming increasingly popular, for example *геймер* (from «game» - игра) - *фанат видеоигр, чатер* (from «chat»- дружеский разговор) - *участвующий в беседе, хаюшки* (from «hi, Hello») - *привет, админ* («administrator» - управляющий), *инфа* («information» - информация), *винда* (from «Windows system»), *флэха* ( from «flash card»), *контра* (from «Conter Strike»), *хавать* (от «to have a dinner» - обедать) - *принимать пищу, лахать* ( from «to laugh» - смеяться), *спамить* (from «spam» - марка мясных консервов, реклама которых успела надоесть) - *рассылать бесполезную рекламу, пиарщик* (from «public relation manager» - управляющий по связи с общественностью), *попса* (from «pop music»), *смайлик* (from «smile» - улыбка), *аська* (from ISQ), *инет* (from «Internet»), *дрова* (from «drivers» - установочные программы), *мыло* (from «e-mail») — *электронная почта, спикать* (from «to speak» - говорить, разговаривать) and others.

Academician Evgenie Chelyshev validly affirms: «There is no need to object too many modern borrowed words. Do you really think that it is better to use bulky «электронно-вычислительная машина» or even short «ЭВМ» instead of «computer»? New phenomena are appearing in our life nowadays and there are no Russian equivalents to them». Similar processes of vocabulary enriching with borrowed words are occurring in many modern languages. «In our fast developing century new ideas, things, information technologies require new names for these phenomena, and make already existing foreign words to be involved into native language rather than wait for creating original native words». «Scientific, technical, military, financial, banking, sport vocabulary all over the world is rushing to internationalization. Ambition for scientific progress, civilization finds its reflection in language. One can see levelling the Russian language according to international standard».

Thus a conclusion can be made that introduction of anglicisms in Russian is inevitable in view of modern technologies development and foreign terms introduction. Native speakers should be very careful about application of anglicisms in their speech, and at the same time think over how greatly they influence the image of the Russian language and whether they enrich or «spoil» it.

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