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THE INFLUENCE OF ANGLICISMS ON COMMUNICATION BETWEEN DIFFERENT GENERATIONS

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Currently, there is a tendency of unconditional prevalence of English not only as a language of international communication, but also as the most common foreign language studied in various

educational institutions of non-English-speaking countries. The prevailing status of English is explained and confirmed by its wide use within the framework of intercultural communication, carried out online (through social networks) and offline (in real life). The above-mentioned gives grounds to assert that English has become a universal language, making communication between representatives of different cultures possible. Taking into account the fact that in the framework of everyday communication and business communication, people increasingly prefer information and communication technologies (ICT) (e.g. social networks) due to their functionality, accessibility, possibility to use them remotely and simultaneously on different devices, it is reasonable to call English the language of the Internet, the language of social networks.

The widespread use and a kind of “popularity” of English could not but have an impact on the native language. It should be noted that borrowed words have been previously used in the Russian and the Belarusian languages. Any language, being a dynamic system, also undergoes changes as society and intercultural interaction are developing. However, the process of word borrowing, occurring now and earlier, has a fundamentally different character and scale, which makes it an interesting object of research for linguists and specialists in intercultural communication.

On closer examination, it becomes obvious that the appearance of borrowed words in the Russian language has been connected, for the most part, with scientific and technical progress. Basically, these words were terms or named concepts that previously had no equivalent in the native language (non-equivalent vocabulary or realities). In everyday communication borrowed words were used not so often and in general did not have a great impact on communication effectiveness. Nowadays, the process of word borrowing has become more intensive and less orderly, as it is mainly connected not only with the appearance of new terms in various branches of science, but to a greater extent with the active development of the Internet as a means of communication. With the growing popularity of Internet resources and social networks, there is an increase in the frequency of using anglicisms in everyday communication between different generations. Further, on, the study will use the well-known classification of generations X (1967-1984), Y (1984-2000), Z (2000-2015) by W. Strauss and N. Howe. [3]

At the same time, it is important to note the following peculiarities of the use of anglicisms at present:

1. Anglicisms are not only used to denote a concept for which there is no equivalent in the native language. In many cases, the concept that the anglicism denotes already has an equivalent in the native language. [2]

2. Anglicisms are mostly used by generation Z: schoolchildren, students, young professionals. This is explained by the fact that this generation in most cases studied English as a foreign language at school and more often use social networks and Internet resources for interpersonal communication, professional communication, in order to obtain information. In contrast to the young generation, generations X, Y did not study English as a foreign language at school so massively. Moreover, the methodology of foreign language teaching had another orientation, different from the modern communicative approach. [1]

3. Generation X has a negative attitude towards the use of anglicisms by generation Z, arguing that there is an equivalent in their native language for this concept.

4. There is a tendency to use anglicisms not only for interpersonal communication, but also in advertising texts, names of books, movies, stores, food, and other goods; inscriptions on clothes and other items to attract the attention of a certain target audience, as well as to create a certain image of the brand, to make it popular.

5. In the framework of professional communication, even in the sphere that does not involve foreign-language communication, anglicisms are used to designate concepts directly related to the professional activity of the participants of communication. Such anglicisms can be partly attributed to professionalism.

Based on the above, it is reasonable to conclude that anglicisms are widely used in different spheres of communication to achieve a certain communicative intention. At the same time, the frequency of use of anglicisms depends on the age of the participants of communication and the sphere of their activity. [2]

In the framework of this study, in order to investigate the influence of anglicisms on communication between different generations, the survey involved 40 people aged from 15 to 60 years old, was conducted (through the online platform Google Forms and on paper). Before the survey, data collection had been carried out for a month. As a result, a list of anglicisms used in everyday communication by

representatives of different age groups was created. The most frequent of them are the following: nouns (*пруф, хайп, трэш, вайб, лайк, бро, кринж, муд, фидбек, свэг, глоу-ап, симп, триггер, дедлайн, чат-бот, дресс-код, лузер, бести, сталкер*); verbs (*агриться, шарить, хейтить, банить, юзать, скинуть, чиллить, форсить, стенишь, шеймить, шинперить*); adjectives (*изи, криповый*); abbreviations (*лол, рофл, эйчар, пов*).

It should be noted that this list did not include those anglicisms that have been used in Russian for a long time. Such words include the following ones: *компьютер, дизайнер, окей, продюсер, тренинг, гамбургер, свитер, легинсы, клоун, кроссворд*, etc. The study revealed that these words are not difficult to communicate. Moreover, they are not perceived as borrowed ones. The most interesting words were those that are actively used by young people aged 15 to 20 years old. The purpose of the survey was to identify how well generations X,Y understand anglicisms used in the context of youth slang. In turn, the purpose of the survey was also to determine how well young people know anglicisms they use and understand their meaning in Russian.

According to the results of the survey, 95% of young people know anglicisms well enough and use them daily, while 17% do not know the lexical meaning of the words in English they have originated from. 40% of generations X,Y understand the meaning of anglicisms used by young people, but rarely use them in everyday communication, preferring words with the same lexical meaning in their native language. 56% of respondents learn anglicisms from Internet resources, 28% - while communicating with colleagues or classmates.

Taking into account the results of the study, we can conclude that generation Z (schoolchildren and students) often uses anglicisms, which to some extent positively affects the achievement of communicative intention. In this context, the use of anglicisms characterizes the participants of communication as representatives of the same subculture, creates a sense of “similarity”. The use of anglicisms by the same age group in communication with generation X, Y (especially from 40 years and older) hinders successful communication, as the latter do not fully know modern borrowed words and sometimes perceive them negatively, in some cases - even as disrespect towards them.

To sum up, the following conclusion has been made. In order to communicate and interact successfully generation Z needs to control the number of anglicisms used and, if possible, tries to use equivalents with the same lexical meaning existing in the native language. For example, the can use instead of “агриться” - “сердиться”, instead of “шарить” - “делиться”, instead of “чиллить” - “отдыхать”. In turn, use of anglicisms by generations X, Y while interacting with generation Z can contribute not only to the achievement of communicative goals and improvement of interpersonal relations (for example, in the situation of parent-child communication), but also to the successful implementation of professional goals (in the sphere of education, medicine, law, etc.).

As part of this study, a list of anglicisms and their equivalents in the Russian language has been compiled. While making it, it became obvious that it is not always possible to find an equivalent in the Russian language for every anglicism. In this case it was necessary to use a descriptive technique. For example, “загостить” means “to stop communicating suddenly without any explanation”. This example shows that the widespread use of anglicisms makes the native language lexically poorer. New words are not being born. Instead of it, they are being borrowed from the English language. As a result, the native language is losing its uniqueness and beauty.

References

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