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Loanwords are words adopted by the speakers of one language from a different language (the source language). A loanword can also be called a borrowing. The abstract noun borrowing refers to the process of speakers adopting words from a source language into their native language. "Loan" and "borrowing" are of course metaphors, because there is no literal lending process. There is no transfer from one language to another, and no "returning" words to the source language. They simply come to be used by a speech community that speaks a different language from the one they originated in [1].

English loanwords are presently entering the Russian language, often replacing their native counterparts [2].

The continuous influx of English loan words which started at the end of the XX c. has led to the fact that the set of anglicisms in Russian is becoming more or less similar to borrowed vocabularies of many western European languages

It is a well-known fact that borrowings' activity is selective even within one language. There is a certain distribution of foreign words between functional styles and speech genres or, in other words, anglicisms vary relative to the text-type of discourse. According to recent investigations they are distributed in the following way in different types of discourses: in fiction they comprise 6 %, in common communication their quantity is slightly higher (9 %), in business discourse they make up 14 %, in scientific discourse – 22 % and in mass-media discourse they are the most numerous – almost 30 % [3].

Let's look at some words that can be considered as borrowings in our everyday life.

Some recent loan words which penetrated through oral and written sources are found in the areas of business and economy, law, politics, science and technology, medicine, trade, advertising, etc.: кросс-курс, сайтхолдер, рей-дер, хостинг, флэш-моб, девелопер, блоггинг and others [3].

For example, boss and chief [2]. The same dictionary explains the word designer, manager, laptop, shopping, disc jockey, teenager, flash, show, video, disk, license, aerobics, image, producer, presentation, chart, rating and many others [4].

Due to mass-media colloquialisms have become accessible to language community and spread in the youth language and in journalese: кавер, релукер, флейрингист, слайдер, метросексуал, голддиггер, хедлайнер, артхаус, мейнст-рим, etc. [3]

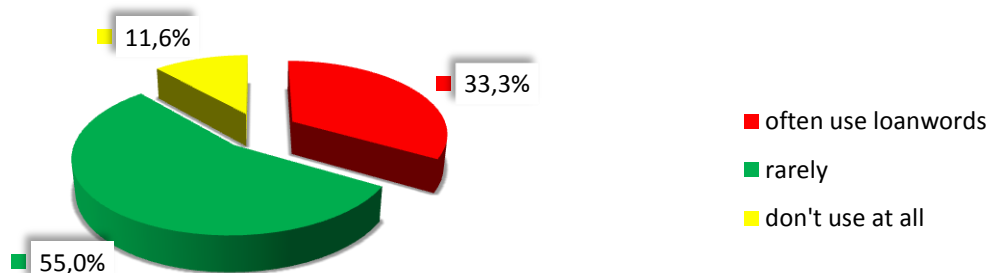
Borrowing of foreign words is justified when the recipient language does not possess stable lexical units to denote unknown for Russian notions. For example, the following Anglicisms took their place in the language almost immediately to fill lexical lacunae in the language: буккроссинг (book crossing)–

leaving a book somewhere purposefully for others to read, хостинг (hosting)– a service to store information in Internet, эндаумент (endowment)– funds or property donated to an institution, individual, or group as a source of income [3].

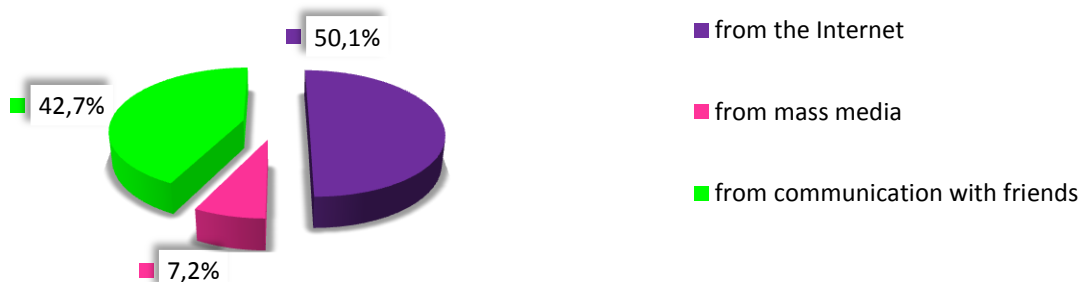
Most often loanwords are used in social networks: retweet, like, account, IMHO (in my humble opinion), public, OK, follower, blog, site, sorry, user, avatar, user pic, etc.

We have conducted a questionnaire among the number students of Polesky State University. The results are presented in the form diagram.

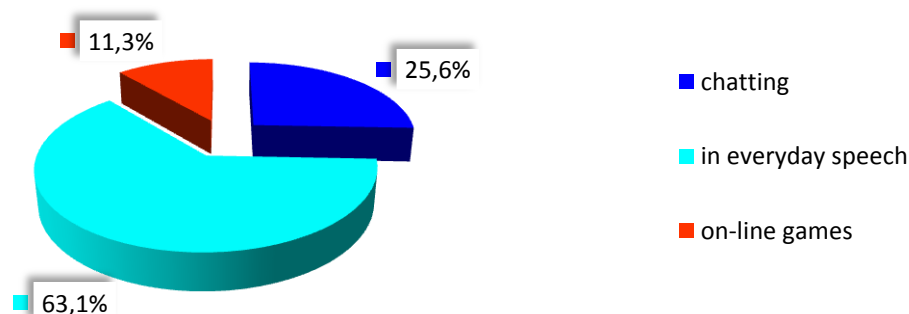
### "Do you use English borrowing words in your speech?"



### "From what sources have you learnt about these words?"



### "In what situations do you use these words?"



There are several reasons why we, Russian speakers, would choose to use a foreign loanword instead of its native counterpart. It could be because of the novelty and positive connotation of the new word, or because of the dated nature or negative connotation of the old word. A more quantifiable reason for using a loanword would be its meaning, if it is more suitable for the desired expression [2].

It is risky to predict what will happen to the process of borrowing from English in our constantly changing world. According to the pessimistic scenario, there might be «a war» between languages claiming to dominate, which might eventually lead to the effect of Babylon Tower: national cultures will be destroyed, cultural identity will totally disappear [3].

Summing up, it is necessary to stress the following: discussed and the examples quoted above, recent anglicisms are characterized by novelty, which produces the strongest pragmatic effect on the Russian speech community. The study of loan words is very important for many reasons. We investigate anglicisms not only for the sake of anglicisms themselves. They give us an opportunity to gain a deeper insight into our own languages and make for the processes of integration which inevitably lead to the creation of informational «world culture» and the appearance of uniting interactional patterns. Needs serve as the source of human activity. They are determined by the process of an individual's upbringing in a wide sense and association with the world of human culture [3].

## References

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