

## ENGLISH BORROWINGS IN MODERN RUSSIAN LANGUAGE

The article considers the issues of the linguistic situation and the linguistic space of modern Kazakhstan. Deviations from certain norms and the influence of the English language in written speech are the essence of a special multilingual Russian-language continuum. An analysis of the adaptation and functioning of borrowed lexical units was carried out, selected as a result of a continuous sample from the newspaper "Kazakhstanskaya Pravda" since 2017. The distribution of the selected units into thematic groups is carried out.

**Key words:** *English language, empruntology, borrowings, linguistic space, multilingualism, linguistic situation, linguistic evolution.*

Borrowing foreign words is one of the ways of language development. Language always promptly changes in response to the needs of society and borrowings as a result of ties, relations between the peoples and countries can show it clearly. Many researchers have studied the field of comparative linguistics and many there are many essential works in lingua-cultural transfers. Nowadays significant results have been achieved in the field of borrowing research. Recently, Bulgarian researcher Dimitar Vesselinov presented a new term "*empruntology*" [1](considers as a science about borrowings). The term *empruntology* (English *empruntology*, German *Empruntologie*, Spanish *empruntologia*, Italian *empruntologia*, Russian *эмпрунтология*, French *empruntologie*, etc.) is derived from the French term *emprunt* 'borrowing, a borrowed word' and from the Greek *λόγος* "science" This term was created by D.Veselinov in honor of the Belgian philologist Louis Deroy [2].

Linguistic contacts are now viewed through the prism of lingua-culturology. For this purpose, they are not analyzed as a trivial philological object, but as a cultural phenomenon showing the interaction of two civilizational communities. That is why modern *empruntology* studies the transfers from one language system to another as a linguistic and cultural process of interaction of different concept spheres, leading to a change in the respective national language pictures of the world.

Kazakhstani linguist Sh.Mazhitayeva studying a lexicon and national realias, namely borrowed words and exoticisms, claimed that differences between languages associated with the diversity of cultures are most notable in the lexicon and phraseology, as nominative means of language are more directly related to extra linguistic reality [3]. There are words in any language that do not have one-word translation in other languages.

Words denote objects, phenomena, signs and actions of the surrounding world. The more a person learns about the world (including himself), the more he discovers new things in it and, consequently, calls everything new in words. Thus, the whole known world is reflected in the vocabulary of the language.

Linguistic development requires constant analysis, since every year it brings its own characteristics to the lexical composition and grammatical forms. Modern language is not only a communicative tool, but also a cultural and documentary resource that preserves, builds, protects, and conveys the history of the country, claims Sh.Mazhitayeva in her work named "The theory of linguistic personality, its structural and system characteristics" [4].

Borrowing words and concepts, adapting them according the rules of receiving language are on wide practice; they get fixed in a new language going under the pressure, assimilating their forms. We can consider some ways of implementation of borrowing words:

1) Homogeneity of sounding and meaning both in Russian and English:

*Тинэйджер /teenager/, уик-энд /weekend/, мани /money/.*

2) Hybrid words, prefix, ending or suffix of which are Russian:

*creative - креатив – креативный*

3) Phonetic and graphic identity (calque and half-calque)

*Бар /bar/, вирус /virus/, доктор /doctor/, меню /menu/ and so on.*

The example of half-calque: *Сегодня уик-энд и я готовлюсь к отличному драйву!* /It is weekend today, and I'm getting ready to excellent drive!/ English word *drive* is transformed into Russian grammar form - *драйву*.

#### 4) Exoticisms

So-called borrowings, related to American or English cultural, ethnic or religious traditions or customs: *Хот-дог* /hot dog/, *биг-мак* /big mac/, *гамбургер* /hamburger/, *чизбургер* /cheeseburger/.

#### 5) Composite words

Variants, when two English words are pronounced as a whole: *Супермаркет* /supermarket/, *гипермаркет* /hypermarket/, *секонд-хенд* /second hand/.

#### 6) Barbarisms or inclusions

Known to everyone *Ок*, *Way*.

#### 7) Argotic words and expressions

*Крезанутый* from *crazy* – *сумасшедший* /mad/ *клёвый* from *clever* – *умный* /smart/ Some of argotic borrowings: *лавер* – *любовник* /lover/, *фанат* – *болельщик* /fan/, *дедлайн* – *крайний срок* /deadline/, *лузер* – *неудачник* /loser/. As we consider, the main reason of using borrowed vocabulary is considering them fashionable, up-to-date words.

Analysis of scientific literature shows that the issues of bilingualism and polylingualism have been and still are the object of increased attention. Bilingualism (Kazakh-Russian, Russian-English), continuing to develop, affects any areas, contributes to the creation of a new linguistic situation. The integration of foreign language vocabulary into the lexico-semantic system of the Russian language at the present stage is characterized by a particular scale and intensity. Foreign language vocabulary, both at the moment of its appearance in the language, and as a result of long-term functioning, undergo various changes, both phonetic and grammatical, according to the rules of the recipient language. The main factor for determining the degree of adaptation of some foreign words is the frequency of its functioning in speech. One of the indicators of the frequency of the use of borrowed vocabulary in speech can be the data of the mass media.

Modern journalism, reflecting the operational life in all its diversity, refers to the vocabulary adopted in this case, including borrowings. Skillful renewal of ready-to-use speech material, tireless search for new means of expressing evaluation show that the language of a newspaper is a living and constantly evolving system. The authors of the printed edition, trying to win over the reader, cannot refuse to use "fashionable" foreign language words. The majority of borrowings comes to our speech through mass media. American films, music videos, newspapers, magazines music, talk-show and programs they all carry a huge amount of Americanisms into our language. Advertising slogans, Internet societies, sport and cosmetics, everything is saturated by them. *Хит* /hit/, *сингл* /single/, *бодибилдинг* /body building/, *пауэрлифтинг* /power lifting/, *ремейк* /remake/, *дайвинг* /diving/, *байкер* /biker/, *тайм-аут* /time-out/, *сноуборд* /snowboard/, *скелетон* /skelton/, *секьюриту* /security/, *продюсер* /producer/, *кроссворд* /crossword/, *постер* /poster/, *имидж* /image/. The list can be endless.

They affect our daily routine. *I switch on mixer (миксер) or toaster (тостер). I buy things in second hand (секонд-хенде). I wear jeans (джинсы) and shoes (шузы). I eat lunch (ланч). I like wreckers (крекеры) and chips (чипсы).*

*They affect our work. I flip on notebook computer (ноутбук). I do a printed listing on printer (принтере). I enter the Internet (интернет). I use xerox (ксероксом), scanner (сканером), and plotter (плоттером).* [5]

They affect our life. *Goalkeeper (голкипер) in soccer, provider (провайдер) in trade, impeachment (импичмент) in politics, gadget (гаджет) in cell-phone, play-off (плейофф) in hockey, fleshmob (флешмоб) on the square, smartphone (смартфон) in the pocket, coach (коуч) at the lesson, bonus (бонус) on buying, spoiler (спойлер) on the car, boy friend (бой-френд) near entrance, speaker (спикер) in the parliament, jazz (джаз) in the headphones* [5].

A. Smailova [6] in her work on the topic "Adaptation of foreign language onyms in the Kazakh text", studying the intensity of the influx of numerous foreign language names as a result of language interaction, raises the question of their adaptation, or assimilation, to the host language system. In Kazakhstani society, the process of active integration and adaptation of borrowed words in the context of communication with different cultures leads to the natural development of mass multilingualism. In the life of Kazakhstani society, the functioning of the English-speaking elements, borrowed vocabulary is becoming the norm for verbal and written communication.

Therefore, we analyzed the adaptation and functioning of borrowed lexical units in media materials, namely, we studied the language units selected as a result of a continuous sample from the issues of the *Kazakhstanskaya Pravda* newspaper since 2017.

The collected material of borrowed lexical units, diverse in semantic composition, was distributed by us into thematic groups. We have defined them into such categories as: administrative and legal terminology,

military terminology, cultural terminology, sports terminology, religious terminology, names of metrological measures of weight, magnitude, number, degree, length, time and currency units, names of food and drinks, names of products and clothes, names of household items, words defining light, color, sound, temperature, state, smell, and taste of an object, movement, desire and actions, and words related to different areas of life. E.g. «1,2 тысячи секьюрити находятся на временном карантине» (КР from 7.02.2018 «Более тысячи охранников Олимпиады отправлены на карантин из-за неизвестного вируса»). «Новая волна локдаунов и ограничений прокатилась по Евросоюзу и Англии» (КР from 1.11.2020). «Во время подготовки к состязаниям спортсмены подвергаются высоким нагрузкам, получают травмы, с которыми они живут и после завершения своей карьеры. Зачастую реабилитацию и восстановление они проходят за собственные средства» (КР from 7.09.2020, «В защиту коллег»). «На Бухтарминском водохранилище построили первый в республике водный трамплин для тренировок могулистов» (КР from 7.09.2020, «Тренировка с купанием»). «На страницах в Инстаграме свое творчество демонстрируют профессиональные и любительские оркестры, ансамбли, домбристы, исполнители традиционных песен, термеши, жырши. К онлайн-марафону присоединились все городские и районные дома культуры Актюбинской области» (КР from 28.07.2020, «Мелодии Великой степи»). «Ведь не секрет, что в ежедневных новостях информация, к примеру, о достижениях космической отрасли теряется среди сообщений о звездах шоу-бизнеса, подробностей из личной жизни селебрити и их окружения» (КР from 3.08.2020, «Время инженера»). «Арт-терапия» (КР from 31.01.2020, «Ручная работа»). «Стали известны все участники плей-офф футбольной Лиги чемпионов» (КР from 12.12.2019). «Кроме того, представители мобильной группы не обнаружили санитаризеры, которые должны быть установлены каждые 50 метров, как того требует постановление санитарного врача» (КР from 7.09.2020, «Проштрафилась»). «Бабушкины уроки не прошли даром. В один прекрасный день она смастерила себе берет из войлока. Хенд-мейд понравился не только ей самой, но и окружающим» (КР from 31.01.2020, «Ручная работа»). «Членами Комиссии был отобран шорт-лист победителей по каждой из 11 номинаций премии» (КР from 18.06.2019 «"Urker-2019": определены лауреаты ежегодной премии в области журналистики»). «Благодаря ему и магии капитализма наш сэндвич становится немного дешевле», «Полученная масса разрезается на липкие ломтики, которые могут заменять мясо в самых разных продуктах – не только в вегетарианских котлетах и прочих заменителях мяса, но и в говяжьей фарше, печенье, шоколадных батончиках, буррито, хлебе, салатных соусах, макаронных изделиях, взбитых сливках, супах и мясной нарезке». (КР from 13.02.2017). «По словам ребят, первые же посты о трамплине на Бухтарминском водохранилище собрали лайки». (КР from 7.09.2020, «Тренировка с купанием»). «Не случайно на церемонии открытия Дома студентов, больше похожее на фешенебельный отель, почетный ветеран труда, актер Алимгазы Райымбеков отметил, что таких общежитий нет ни в Алматы, ни в столице» (КР from 7.09.2020, «Уютный Дом студентов»). «Нередко используют так называемую живую аттенуированную вакцину, живой, но сильно ослабленный мутациями микроорганизм вызывает не саму болезнь, а лайт-версию, которую люди, как правило, не замечают» (КР from 30.04.2020 «COVID-19: в ожидании вакцины»).

This classification gives a clear idea of the versatile nature of the influence of the English language on the vocabulary of the Russian language. As a result of linguistic contacts in the lexical system of the Russian language, the borrowed vocabulary represents a new class of words, however, they are clear to a large proportion of readers of printed publications, since they are in constant contact with the native speakers of the Kazakh / Russian languages. Foreign words, borrowings, are a significant semantic and style-forming component and, as linguistic means of expression, are subject to the purpose and structure of this text. The borrowed vocabulary differs in the degree of mastery, which is due to such signs as: the external form, conveyed using the graphics of the recipient language; adaptation by the phonetic and grammatical system of the recipient language; functionality in the recipient language (the ability to enter into semantic and word-formation relationships); fixation in various dictionaries covering the lexical composition of the recipient language. The study of linguistic convergence, which determines the process of borrowing and further adaptation of foreign language vocabulary, cannot be carried out in isolation from the fact of the influence of the norms of one language system on another.

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