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English borrowings in contemporary speech of young generation

Abstract. *The article deals with borrowings of foreign cultural concepts that are relevant, using the Internet by representatives of young culture, as well as the spread of fresh words in the media. The development of any world language is influenced by many different factors, the main of which are historical and social. These factors inevitably lead to the penetration into the language of new elements borrowed from the language of neighbors or partners in the process of communication in certain types of activities. The dialogue of cultures is based on the practice of language, and it happens regularly. At the same time, the receiving and transmitting parts often change their roles in the process of historical development. The focus of the article is on the ongoing process of vocabulary enrichment of European languages through historical and social borrowings of their partners and opponents. The authors analyze the semantic specificity of Anglicism, its change and adaptation in the contemporary world. The presented results of students' survey revealed the use of borrowings in their speech. During the survey, the most popular and unpopular, controversial borrowings, possible reasons for their appearance, peculiarities of the use of certain words, variants to replace Anglicism with Russian words were established. The authors also pay attention to the causes of the Anglicism occurrence used in Russian, their classification and features. Based on such research methods as observation and systematization, the article determines reasons and classifies borrowings according to the areas of communication.*

Keywords: *traditional awareness and culture, exceptional language, intensive communication, observation, systematization and classification, endangered language, Anglicism, borrowing, cultural history of English speakers, language communities.*

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The influence of borrowings into any foreign language from British English (or American English) particularly increased in the 1990s (before that it was a minor). It is due to changes in political, economic, cultural, socio-cultural and moral orientation of society. There is an unprecedented borrowing of foreign vocabulary in all areas. It took the leading position in the social life of the country having new concepts: *image, public relations*, etc. Foreign language terms became dominant in the most advanced fields of science and technology: *display, file, player, scanner*, etc. In the financial and commercial activity, there are words *business, auditor*, etc. In the cultural

sphere, we can find the words *bestsellers, thrillers, hits, pop* and others. This led to the fight with borrowings. In newspapers and magazines, there were published discussions about the use of foreign words.

The contemporary historical situation is favorable for the development of contacts with foreign countries, and linguistically it has caused the growth of borrowed words.

We believe that the subject we research is really important and true, because we often use the words of the English origin. As much as language is related to the traditional awareness and culture, it must be capable of incorporating

new vocabulary to satisfy the needs of young generation in order to stay vibrant. We find the phenomenon of borrowings fascinating as it proves that any language is a living being. The premise of the study: on the one hand, the appearance of new words expands vocabulary, and on the hand, the use of a great amount of needless borrowings debases any speech that loses its individuality and / or only attractiveness. In the process of historical development, a human language is constantly entered into and continues to enter into certain contacts of communication. A language contact is the interaction of two or more languages that influence the structure and vocabulary of one or many borrowings [1]. The term "language contact" was first used by Andre Martine and was introduced into the board by Ureil Weinreich as well as well considered by E. Haugen [2].

Loanwords (a loanword can also be called a borrowing) are words adopted by the native speakers of one language from a different language (source language). The abstract noun borrowing refers to the process of speakers adopting words from a source language into their native language. 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.

Borrowing is a consequence of cultural contact between two language communities. Borrowing of words can go in both directions between the two languages in contact, but often there is an asymmetry, such that more words go from one side to the other. In this case, the source language community has some advantage of power, prestige, and / or wealth that makes objects and ideas desirable and useful to the borrowing language community. For example, the Germanic tribes in the first few centuries AD adopted numerous loanwords from Latin as they adopted new products via trade with the Romans. Few Germanic words, on the other hand, passed into Latin [3]. In English, the percentage of borrowings is very high (over 70%), most of which are borrowed from French and Latin; it

gives speakers the right to include English into the group of Romano-Germanic languages.

As Danish linguist, Otto Jespersen noted: "English is a chain of borrowings", it is resulted in numerous conquests [4]. With every conquest, English has been more and more enriched with foreign words; therefore, conquests are one of the main reasons for the presence of borrowings. Thus, the English language has been formed over many centuries and has become the way we know and speak it now.

The actual process of borrowing is complex and involves many usage events (i.e. instances of the use of the new word). Generally, some speakers of the borrowing language know the source language too, or at least enough of it to utilize the relevant words. If they are bilingual, in the source language, which is often the case, they might pronounce the words the same or similar to the way they are pronounced in the source language. For example, English speakers adopted the word *garage* from French, at first with a pronunciation nearer to the French pronunciation than it is now usually found. Presumably, the very first speakers who used the word in English knew at least some French and heard the word used by French speakers.

Those who first use the new word might use it at first only with speakers of the source language who know the word, but at some point, they come to use the word with those to whom the word was not previously known. To these speakers the word may sound "foreign". At this stage, when most speakers do not know the word and if they hear it and think it is from another language, the word can be called a "foreign word". There are many foreign words and phrases used in English such as *bon vivant* (French), *mutatis mutandis* (Latin), and *Schadenfreude* (German). However, more speakers can become familiar with a new foreign word. The community of users can grow to the point where even people who know little or nothing of the source language understand and even use the novel word themselves. The new word becomes to be conventionalized. At this point, we call it a borrowing or a loanword. Some borrowings before they become widespread, do not reach the loanword stage. Conventionalization is a gradual

process in which a word progressively permeates a larger and larger speech community. With conventionalization, a newly borrowed word gradually adopts sound and other characteristics of the borrowing language [5]. As time passes, people in the borrowing community do not perceive the word as a loanword at all. Generally, the longer a borrowed word has been in the language, and the more frequently it is used, the more it resembles the native words of the language.

English has gone through many periods in which large numbers of words from a particular language were borrowed. These periods coincide with times of major cultural contact between English speakers and those speaking other languages. The waves of borrowing during periods of particularly strong cultural contacts are not sharply delimited, and can overlap. For example, the Norse influence on English began already in VIII century AD and continued strongly well after the Norman Conquest brought a large influx of Norman French to the language [6].

Since the beginning of XX century, three stormy waves of borrowings have arrived in the development of youth slang. The first date back to the 20s, when the revolution and civil war destroyed the society structure and the speech of the younger generation was "painted" with many "thieves" words. The second wave occurred in the 1950s, when the first stylists and dance bands appeared on the streets. The emergence of the third wave is not associated with the era of violent events, but with a period of stagnation, when the stifling atmosphere of public life in the 70s and 80s spoiled various types of informal youth movements and hippies-young people created their "systematic" slang as a language gesture of opposition to official ideology [7].

What is the role of English borrowings in the modern life, in everyday speech of the young generation? Does Anglicism have its natural language process due to socio-ideological reasons?

Most borrowings are related to the development of science, technology, culture, tourism, economics and industrial relations. Many of these words firmly enter into life and

then lose their novelty and relevance. One way to enrich vocabulary is the borrowing of the foreign origin. In his research work L.P. Krysin notes, the main reason of borrowing is considered by the necessity of concept use [8]. Other reasons are also listed, such as linguistic, aesthetic, social and mental. The necessity for new language development and the variety of borrowing completeness is full of fresh emergence. The process of language borrowing is also linked inextricably with cultural and other contacts.

To achieve these goals, we studied articles in magazines, and then scanned the necessary resources from the Internet and written works. We also consider the case of language mixing, especially among teenagers. Such mixing occurs both in spoken and written speech. The dilemma of borrowing is rather complex as, on the one hand, Anglicism extends the language we speak and makes it more up to date, on the other hand, they clog it.

In this analysis, we plan to analyze the major reasons of English words' trendiness among young people. Borrowing of non-native words is one of the ways to develop the language. Language always quickly changes in response to the needs of a society. Borrowing is the result of relations between peoples and countries. Modern English is a major language provider that is the influential source of borrowing for many other languages. In the modern world, English is being transformed into a symbolic language with a high social status, expanding the area of its distribution as an exclusive language [9]. The appearance of a large number of foreign words of the English origin, their rapid impact on the language is explained by rapid changes in social and scientific life. The expansion of interstate and international relations, the development of the world market, economy, information technologies, the strengthening of information flows, the emergence of a global computer system of the Internet, participation in Olympiads, international festivals could not but lead to the rise of new loanwords into the language we communicate in.

The need for intensive communication with people who use other languages has incre-

ased. And this is an important condition not only for direct borrowing of vocabulary from these languages, but also for introducing native speakers to international (more often created on the basis of English) terminological systems. Nowadays there is a tendency among young generation to express their ideas and feelings in a foreign language, particularly in English.

All these facts and questions prompted us to do this research, and we studied students' attitudes to the influence of English on their everyday speech. For this study, methods such as observation, systematization and classification were used.

We conducted the survey "The reasons for the use of loanwords or borrowings in everyday life" among students. Respondents presented the following reasons for this issue:

1. The need to give titles to the new phenomena, objects, and concepts. For example: *computer, laptop, scanner, Internet*.

2. The lack of conformity. For example: *chips, video clip*. Many words came to us because there are no similar words in our language.

3. The need to express polysemantic words and concepts. For example: the word *peeling*. It is not necessary to explain for a long time what it is, but you can just say in one word.

4. Enlarging the language with more expressive means.

Some simple word can be expressed vividly (*control at the entrance to the club or "face-control"*).

A certain role of propaganda and rooting of foreign words in the vocabulary used by students is played by their constant use in advertising, announcement or some brands, such as "*Milky Way*", "*President*", "*Mango*", "*Orion*" and many others. The next inscriptions are purely "ornamental": in recent years, fashion has spread to decorate garments with various inscriptions that demonstrate some geographical names or even comic remarks. For example, on T-shirts: *Kiss me, Milk is better than wine, Let's go shopping!*, etc. In addition, the borrowed words that have become more or less russified have come into use. For instance, we can hear the next phrases like: "*It was show!*", "*Wonderful clip!*", "*Buy a best seller*", "*This is hype!*"

In the Russian language, borrowing in which it existed in the source language is rarely cultivated in other examples. The differences in the sound system between Russian and a foreign language led to the modification of the word, its adaptation to the Russian phonetic rules; some sounds which are not typical in Russian disappeared (For example: *spinning, pudding, shilling, a hacker, a bank*, etc.).

The next group of borrowing is tracing. It is a way of word derivation: *vocabulary, word formation, phrasal semantic* and others. Lexical tracing results from literal Russian translation of foreign words in parts.

Having studied this topic in details, an interview was conducted among students of the L.N. Gumilyov Eurasian National University. It can be noted that one of the most typical types of borrowing such as *laptop, flash drive, online, respect, login, make-up* and other foreign language intersperses *ok, buy, wow* etc., are very often used by students. These types of borrowings are steady established in everyday speech that many people no longer accept these words as borrowings. This raised the question of how well students use and interpret Anglicism.

There were 67 first-year and second-year students. The questionnaire was presented by three tasks. In the first assignment, students were asked to answer the questions about whether they use English in their speech, how often and why. The second task was to write Anglicism they used in everyday life. Third, it was necessary to determine Anglicism that was found in texts related to their specialties.

As a result, more than 50% of students in the Accounting Department completed the task using the words *sponsor, privatization, credit and debit, leasing and dividends*. The biggest number of borrowings is in the sphere of mass media – 38 %, then in economics – 20.7 %. In politics – 6.7 %, in sports, technology and entertainment are almost the same number – about 6.7 %.

Therefore, English borrowings cover all aspects of student's life. The slang of a young generation is an important social factor. Socialization is very important for young people. Using slangs and borrowings in speech, especially Anglicism is a

certain “code” that serves as a password to enter a youth society or group. [8]. Therefore, in foreign terminology, slang is increasingly called *in-group language / in-group vocabulary*, as opposed to the standard language. English is considered to be the most “trendy” and the most promising for the study.

Students were also asked to respond to the following questions:

- *Do you use Anglicism in your speech?*
- *Why do you use loanwords?*
- *How often do you use loanwords?*

The survey participants had to define several well-known, frequently used borrowed words. The results of interviewing show that 25% of the respondents frequently use words of the English origin in their speech, 10% do not use them at all, and 65% of the respondents use them rarely. It should be noted that 76% of the respondents use English words from habit, which means that an English slang has already been established in the speech of young people and 17% believe it is trendy, while 7% use English slang in order to stand out among others. The main source of English words as noted by the respondents is the Internet – 35%, the media – 26%, friends – 23%, and less teachers and parents – 16 %.

Conclusion. There are both positive and negative sides of borrowing Anglicism.

The positive aspects consist in:

- a chance to communicate with people from other countries or people of various nationalities;
- a possibility to learn more about other cultures;
- a chance to develop one’s language skills and keep abreast with the time.

Borrowings might be justified. Justified words are the words that fill up the spaces in the language we speak, as we did not have such words in our language. As a rule, these words are taken from other languages.

The negative aspects consist in:

- a prospect of losing values of the native language;

- a possibility to forget the native culture in pursuit of foreign values;
- sounding ridiculous and being misunderstood because of a wrong use of foreign words.

As a rule, these borrowings are unjustified. Some people think that by borrowing words from other languages we can improve the language we speak every day. To every single word, we can find more than one thousand synonyms in different languages. Of course, we can use them too, but we do not think that it is a good idea, because no one would understand anything and we would lose the variety and authenticity of our native language.

We would like to note the fact that the impact of some languages on English is still poorly understood. However, the research we study is developing and enriching quite faster in the field of linguistics. Now, we have learnt all the main points in the development of the theory of English and we can say with confidence that borrowing is one of the most important stages in this long process. Modern English vocabulary has changed over the centuries and has become richer and more expressive, but it has not lost its true qualities. Moreover, along with the presence of borrowings, word-formation norms are introduced into the language. In this regard, many words that currently exist in the English language are not related to morphological analysis. Despite this, a significant number of words were related to the English language, which contributed to a change in their grammatical and sound structure.

Most people have had political, trade, scientific and cultural ties with other nations. It caused the emergence of many borrowings. The loanwords are used to name new things, notions and concepts. A global language causes a danger for other languages. The preservation of endangered languages is one of the most important objectives. Anglicism is the science of language interaction. It will become one of the most relevant sciences of the future.

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Жас ұрпақтың қазіргі сөйлеуіндегі ағылшын тілі кірме сөздері

Аңдатпа. Мақалада Интернет желісінде, БАҚ-та қолданылуы және таралауына байланысты маңыздылығы артып отырған басқа тілден енген кірме сөздер қарастырылды. Кез келген тілдің дамуына негізгілері, әлеуметтік және тарихи болып табылатын әртүрлі факторлар ықпал етеді. Бұл факторлар, белгілі қызмет түрі бойынша қарым-қатынас процесінде, осы тілге көрші немесе серіктестердің тілінен жаңа элементтердің енуіне әкеп соқтырады. Мәдениеттер диалогының негізі оның тілдік тәжірибесі саналады. Олардың тарихи дамуында беруші және қабылдаушы тараптардың рөлі ауысып отырады. Мақалада өзекті мәселе ретінде, қарсылас немесе серіктестер тілдерінен тарихи және әлеуметтік мағынадағы кірме сөздердің енуі арқылы Еуропа тілдерінің лексикасы үнемі байытылып отыратыны қарастырылды. Авторлар англицизмнің семантикалық ерекшеліктеріне, олардың өзгерістеріне және қазіргі заманға сай бейімделуіне талдау жүргізді. Олардың қарым-қатынаста қолданатын сөздерінде кірме сөздерді қолданатын студенттер арасында жүргізілген сауалнама нәтижесі берілген. Анкета жүргізу барысында ең көп қолданылатын немесе сирек қолданылатын келіспеушілік тудырған кірме сөздер, олардың пайда болу себептері, кез келген кірме сөздердің қолданылу ерекшеліктері, англицизмдерді (ағылшын тілінен енген

сөздер) орыс тіліндегі сөздермен ауыстырудың мүмкіндіктері қарастырылған. Авторлар, сонымен қатар, орыс тілінде қолданылып жүрген англицизмдердің пайда болу себептерін, олардың ерекшеліктері мен жіктелуін атап көрсетті. Жүйелеу және бақылау сияқты зерттеу әдістерін негізге ала отырып, мақалада күнделікті қолданылатын сөздерге кірме сөздердің қолданылу себептері және қарым-қатынас салалары бойынша кірме сөздердің жіктелуі қарастырды.

Түйін сөздер: мәдениет, қарқынды қарым-қатынас, байқау, семантизация және классификация, жойылу қаупі бар тіл, англицизмді меңгеру, ағылшын тіл иесінің тарихы, тілдік бірлестіктер, өз идеяларын білдіру, сөздік қорын тікелей игеру.

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Заимствования английских слов в современной речи молодого поколения

Аннотация. В статье рассматриваются заимствования инокультурных концептов, являющиеся актуальными в связи с использованием сети Интернет представителями молодежной культуры, а также распространением новых слов в средствах массовой информации. Развитие любого мирового языка происходит под влиянием множества самых различных факторов, главными из которых являются исторические и социальные. Эти факторы неизбежно приводят к проникновению в этот язык новых элементов, заимствованных из языков соседей или партнеров в процессе коммуникации в определенных видах деятельности. Диалог культур имеет своей основой языковую практику и это происходит постоянно. При этом принимающая и передающая стороны нередко меняются ролями в процессе исторического развития. Особое внимание в данной статье уделяется постоянно происходящему процессу обогащения лексики европейских языков за счет исторического и социального заимствования из языков их партнеров и противников. Авторы анализируют семантическую специфику англицизмов, их изменение и адаптацию в современном мире. Представлены результаты опроса студентов, выявляющих использование в их речи заимствованных слов. В ходе анкетирования установлены наиболее популярные и непопулярные и спорные заимствования, возможные причины их появления, особенности употребления тех или иных слов, возможные варианты замены англицизмов на русские слова. Авторы также указывают причины возникновения англицизмов, применяемых в русском языке, их классификацию и особенности. На основе использования таких методов исследования, как наблюдение и систематизация, в статье указывается на причины использования заимствований в повседневной речи и классифицируются заимствования по сферам их общения.

Ключевые слова: традиционное осознание и культура, необычный язык, интенсивное общение, наблюдение, семантизация и классификация, язык под угрозой исчезновения, заимствование англицизма, история культуры носителей английского языка, языковые сообщества, выражение идей, прямое заимствование словарного запаса.

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