

Specific Features of the Use of Borrowings in the Language of Advertising

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Annotation: The article looks at the specific features of the usage of borrowed Anglicisms in Russian texts and their perception by native speakers of Russian. Analysis of relevant linguistic studies in the sphere of media linguistics and borrowings, media texts, as well as lexicographic resources capturing the expansion of the thesaurus of the Russian language due to borrowings, shows that one of the stylistic features of the modern media is a growing number of only partly assimilated borrowings from the English language, including lexemes that form the value system guiding native speakers of the recipient language. The purpose of introducing borrowings into media texts is the attraction of the audience's attention. However, it appears that the effect produced by borrowings on an average recipient is controversial. In order to test the suggested hypothesis, the authors examine the specific features of the usage of partly assimilated borrowings in media texts that refer to the issues of tolerance and their derivatives (bullying, cyberbullying, abuse, ageism, etc.).

Keywords: mediatization, media texts, headlines, borrowed words, loanwords, anglicisms, Americanisms, tolerance, sociolinguistics.

The specifics of the modern socio-cultural space are determined by globalization processes that are actively manifested in the world community. Globalization is usually regarded as a qualitatively new stage in the internationalization of the political, production and economic spheres of society. "If in the distant past the main direction of cultural and civilizational growth was the creation of large nation-states, now there is an increasing tendency for economic systems to go beyond the boundaries of national-territorial formations". According to Ya.V.Tishchenko, globalization is "the process of transforming the existing diversity of historical and modern forms of human community (ethno-cultural, national, state-political and others) into a single all-planetary social organism with its characteristic forms of social stratification, governance and power." Globalization tendencies, which manifested themselves primarily in the field of politics and economics, have recently increasingly covered the sociocultural sphere as well. The emergence of new information technologies, the creation of global Internet networks make it possible to easily receive, transmit and process the latest information about the political life of individual states and state associations, respond to the slightest changes in world economic markets, and expand international cultural ties. Intercultural interaction is carried out using various means of communication, the main of which is language.

Politicization, juridification and mediatization of public communication have caused differentiation of linguistics; as a result, media linguistics has acquired the status of an independent discipline. The tradition of studying foreign lexis is taking on new significance in the light of the transformation of the media space. Simultaneous transformation and differentiation of genres of media texts, as well as extension of regulatory boundaries of the used linguistic devices, especially their democratization and "Americanization", increase the relevance of studies of borrowings used in media texts. Lexical borrowing is a natural process. Ontogenesis of languages is connected with the history of their interaction, which transforms all levels of a language. Shifts in the lexical system are the most accessible for observation. The spread of Anglicisms (or, to be more precise, Anglo-Americanisms) in national languages (in particular, in the Russian language) is caused by social, political and economic reasons. Performing the function of a lingua franca (International English, Global English, World English) in science, business and other spheres, the English language can be called the 21st-century Latin; English is also the leader in terms of Internet users relying on it as a language of communication (English in the World, 2012). As a global language, English influences a lot of other languages. Anglicization of the lexical system of the Russian language intensified in the 1980s, the main source of borrowings being the American variant of the English language. Nowadays, the process of borrowing Anglicisms has acquired a universal character. The fact that a great number of English borrowings have penetrated various spheres is proved by the content of dictionaries of loanwords and borrowings of different formats that have been actively

published and reprinted in the last two decades: V.V. Adamchik (2007), L. Baranova (2009), L.M. Bash, A.V. Bobrova, G.L. Vecheslova, E.M. Sendrovits, R.S. Kimyagarova (2009), A.N. Bulyko (2007), T. Volkova (2000), Kh. Valter (2004), E.A. Grishina (2015), E. Guber (2005), T. Gureva (2004), E.V. Davydova (2004), A.I. Dyakov (2016), T.V. Egorova (2014), M.Yu. Zhenilo, E.S. Zenovich (2006), I.E. Zemlyanskaya, L.N. Cherkasova, M.N. Cherkasova (2009). Dictionaries that cover the problem of borrowings in the Russian language demonstrate various degrees of scientific elaboration, but they all contain a significant amount of Anglicisms. Compilation of a dictionary of loanwords, like any other lexicographic work, is a time-consuming process, even taking into consideration the development of modern systems of data collection and processing and the current state of the publishing industry. First, the criteria for selection of vocabulary for the creation of a lexicographic work are a subject of debate. Second, the latest borrowings have not stood the test of time. Third, lexicographic description hampers the acceleration of social development and the process of linguistic transformation.

Having analyzed lexicographic sources and research into borrowed Anglicisms and having summarized empirical observations of the usage of borrowings by native speakers of Russian, we agree that Anglicisms (Anglo-Americanisms) in the Russian language, like in other languages, first and foremost reflect the general trend towards development of a global industrial civilization. At the same time, there is a growing number of borrowings reflecting value orientations. We have focused on borrowings denoting violations of social norms in the course of personal and virtual communication and other lexemes denoting bullying at school or at work, abuse, problems of gender relations (троллинг [trolling], моббинг [mobbing], буллинг [bullying] and others intolerant and non-politically correct behavior. The concepts “tolerance” and “political correctness” have been studied by linguists from different angles. We understand tolerance as “readiness to accept otherness and coexist with it; flexibility and restraint in any situations, and a worldview without stable negative emotions or assessments”, while as far as political correctness is concerned, we tend to consider it a more narrow concept: “undifferentiated attitude to other people regardless of their race, nationality, ethnic group, gender, age, culture, education, incurable diseases, disabilities or sexual identity”.

Like many other borrowings, the group of lexemes denoting intolerant and non-politically correct behavior spreads through media texts. As early as in the second half of the 20th century, P.L. Kapitsa metaphorically compared the effect produced by such texts with weapons of mass destruction in terms of their scale and force. This comparison is still relevant in the 21st century. It would be an oversimplification to say that borrowings are spread only through media texts; however, this way of integration of borrowings into the speech of native speakers of the recipient language should not be underestimated either. More often than not borrowings are used in media texts for “ornamental” purposes. The media are trying to attract the attention of the audience by exploiting the pragmatics of novelty. A logical question arises as to the response of potential readers to this device. Therefore, the objective of this research is to describe the specific features of functioning of borrowed lexemes denoting intolerant/non-politically correct behavior in Russian media texts and their perception by native speakers of the Russian language.

We have selected lexemes denoting various kinds of intolerant and non-politically correct behavior and determined their derivatives. The next stage was to analyze the definitions of these lexemes in various English and Russian lexicographic sources, in the Russian National Corpus and media texts. For analysis, we selected new texts posted on websites of famous news agencies, newspapers and magazines. The second stage of the research was the analysis of comments to media texts and conducting a survey designed so that native speakers of the Russian language could assess the reasonability of using borrowings denoting intolerant/non-politically correct behavior.

A new theory of globalization as a new environment, in which languages exist, is developed in modern sociolinguistics. The processes of borrowing are particularly relevant within this paradigm, and we agree that media plays a significant role in extending globalization. The number and spreading speed of borrowings are increasing and the stages of assimilation into a recipient language are very swift. When we record the latest borrowings, we cannot even imagine, which of them will remain in the language and which ones will disappear. We tend to believe that most of the above-mentioned lexemes remain in the group of foreign language inclusions and their usage depends on the degree of familiarity of the speaker with the foreign language, is marked stylistically and in terms of genre. Perception of such inclusions by native speakers of a recipient language is controversial. The scientific community demonstrates the opposite points of view at the

problem of borrowings in general. Many researchers show an alarmist approach to the issue of borrowings, talk of “deterioration of language” and use the lexeme “Runglish” with negative connotations (although this word is used to describe the communication of Russians in English as a nonevaluative term. In our turn, we tend to support the viewpoint, according to which, the current changes should not be labeled as degradation of language. Only the borrowings necessary for the language will remain. The answer to the question is still under discussion among Russian studies specialists as well as German scholars, French studies specialists and others. The discussion concerning loanwords is heated among specialists but we tend to agree with the idea that loanwords should not be presented as a reason for language degradation.

Globalization is connected with the spread of the English language (predominantly its American variant) and, consequently, expansion of borrowed cultural and behavioral patterns. One example is the group of borrowings discussed above that are filling the existing cognitive and semantic lacunae. This process is being actively reflected and to a large extent initiated by the modern media. At the same time, analysis shows that the attitude of native speakers to such borrowings is controversial. The spread lexemes are connected with ideas that contradict many traditional beliefs about tolerance and political correctness.

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