THERE ARE A LOT OF ANGLICISMS IN THE RUSSIAN LANGUAGE, BUT WHAT THE ENGLISH LANGUAGE BORROWED FROM OTHER CULTURES AND LANGUAGES
There are a lot of Anglicisms in the Russian language, but what the English language borrowed from other cultures and languages: монография / А.А. Кречетова. — Москва : РУСАЙНС, 2017. — 74 с.


This book examines the main reasons, methods, sources and stages of borrowing the English vocabulary into Russian in different historical periods, signs of borrowed words and so-called slang are singled out, and various spheres of using Anglicisms and their perception by the Russian-speaking population are covered.

The problem faced by many students especially adults is why there are so many words in English which don’t lend themselves to reading rules. It's all about their origin, namely, borrowing from other languages. In this book the English language itself is studied in details, from which cultures and languages (Celtic, Latin, French, Scandinavian, Greek, German, Dutch, Italian, Spanish, Portuguese, Arabic, Persian, Russian languages) words were borrowed in different time, their classification is carried out by the degree of assimilation and by source of borrowing, the main methods of borrowing the words are singled out.
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Introduction

The human language is the greatest gift of nature! We owe to it the opportunity to communicate, to transmit our thoughts from a distance. Thanks to language, we can read books, which were written many centuries ago, and therefore use the knowledge accumulated by our ancestors, and preserve our knowledge for future generations. Without language the humanity wouldn’t be!

At the turn of the century while everything rushing with great speed – it isn’t time to reflect on each new thing that has appeared in literally yesterday, and this morning. The enhancing of the information flows, the Internet appearance, the expansion of relations between the countries and states, the global market development, the economics, the information technology, the participate in contests, the international festivals, the fashion events – all this leads to the new words to be entry in language.

Currently, English is the international language of communication for people whom it isn’t native for. It happened not by chance: the English language had been spread throughout the world since the appearance of British colonies. These days also one of the most popular form of recreation is the international tourism. One more source which we get the English loan-words is a pop-culture: a passion for different genres of popular music and American movies has led to the fact, that a lot of Anglicisms came to the Russian without any obstacles and all of us used them irrespective of age or gender (for example, «OK» – okay or the phrase from the movie, named "Terminator" – «I’ll be back»).

In addition, the mass media, especially television, helps to the English words to settle down in our language (briefing, talk shows, dog shows).

It is characteristically, that the expansion of the international relations at the beginning of 21st century, the English language becomes language of the international communication. The important political-economic role in the world of the English-speaking countries, their superiority in some fields of activity contributed to penetration of Anglicisms in Russian.

The tendency of using the words, came from English, instead of Russian, has been appearing in the 50s of the 20th century. It is particularly intensified in the1980s – 1990s and it’s continuing these days. At the end of the 20th century Anglicisms entered into Russian quickly and in large quantities. The Russian has never experienced of such flow of foreign vocabulary. This is a concern for the fate of Russian vocabulary of especially now, when we're talking about the integrity of the literary
language; Anglicisms’ penetration is alarming; doesn’t it destroy the cultural traditions and the identity of the native language? Not only the older Russians, but also the youth worried about this problem. Today we are coming face to face with big changes in the rules of our native language, we don’t talk about its preponderance with foreign vocabulary.

The relevance of this report is determined by the importance of the English language in society’s life. The theme of this report relates to the lexicography area. As known, vocabulary is the most dynamic side in any language at any time. It is the lowest level of the abstraction in language, because the word always is oriented by subject; the word can be borrowed, formed, or formed anew from the available language elements.

The words, which were borrowed from the English language, are called Anglicisms. Here is the definition of Anglicisms, which Ozhegov’s Dictionary gives: "Anglicism is a word or turn of speech in any language, which was borrowed from the English language, or was modeled as English word or expression".

The choosing of theme is caused by its relevance and importance in the modern world. In addition, the study of this problem enables as the practical application of the knowledge, gained in the linguistics, as in English lessons, as well as in everyday life: it is an expanding the horizon, in general, and the introduction to the another language’s culture, in particular.

Borrowing’s one of the ways to develop a modern language. Language always reacts quickly and flexibly to the needs of society. Borrowings are the result of contacts, relationships between peoples, professional communities and states.

This book examines the main reasons, methods, sources and stages of borrowing the English-language vocabulary into Russian in different historical periods, signs of borrowed words and so-called slang are singled out, and various spheres of use of Anglicisms and their perception by the Russian-speaking population are covered.

The problem, which faced by many students, especially adults, is why many words don’t lend themselves to the rules of reading in English. It's all about their origin, namely, borrowing from other languages. In this book, the English language itself is studied in detail, from which cultures and languages (Celtic, Latin, French, Scandinavian, Greek, German, Dutch, Italian, Spanish, Portuguese, Arabic, Persian, Russian) words were borrowed in different time, their classification is carried out according to the degree of assimilation and the source of borrowing, the main methods of borrowing are singled out.
1. Anglicisms in Russian

1.1 Reasons for borrowing

Borrowing is a natural process of language development. A lexical borrowing enriches language and as a rule doesn’t harm of its identity, this preserves basic vocabulary and grammatical structure of language remains unchanged.

However, Anglicisms penetrate a lot in Russian very quickly, and perhaps, nothing is wrong with the word "computer" or "byte", they are relevant in Russian. The problem isn’t a separate word, but it is the amount of Anglicisms.

What are the reasons for such huge flow of Anglicisms in Russian?

• The appearance of the new terminology: (the computer’s languages,
  the economics, the finance, the Internet’s appearance): due to huge development and the spread of information technology in everyday life, new things had appearance, which should be called: e-mail, internet, laptop, drive, and website. Thus a lot of Anglicisms flooded in language, because it is easier to use loan-words from another language, than to invent the new ones.

• The fad: the ability to speak English is considered as highly prestigious. And often people are using Anglicisms in their speech want to look more modern, to win the respect of the interlocutor. So, in their opinion the “word shopping” sounds more attractive than the word "shopping trip", also such words as: a presentation, a rating, a briefing, a shopping tour, a talk- show, a showman, a brain-ring.

An expressiveness of novelty: many firms and companies use Anglicisms as their names, attracting the attention by the novelty of the sound: Excel, Skyline.

• Lots of modern scholars among the important reasons for borrowing today identifies the followings:
  – The gain of the information exchange, thanks to the appearance of Internet,
  – The expansion of interstate and international relations,
  – The development of the world market, the economics, the information technology,
  – The participation in international festivals, fashion shows,
  – The foreign tourism,
  – The exchange of experts, the operation of joint ventures.
That’s why it is increasing the necessity of intensive dialogue with users of other languages. This is an important condition for direct vocabulary’s borrowing from these languages, and the communion of the Russian’s carriers to the international terminological systems.

So, why have we taking the words from another languages during 500 years?

– To call the new objects or phenomena;
– To fill in the absence names in Russian;
– To indicate the more precise meaning of the words;
– To replace the descriptive momentum with one word;
– To look fashionable, to win respect.

The list of reasons for borrowing is extensive: language, social, psychological, aesthetic, need for easy using the language units. The famous Russian linguist Krysin L. indicates the reason for borrowing often determines the function of Anglicisms. For example, the necessity to name a new thing, a phenomenon, the necessity to differentiate the meaningful close, but still the differing concepts, the necessity for specialization of concepts from any area to any purpose.

Socio-psychological reasons and borrowing factors are:

– Perception of foreign words by the whole speaking team or part of it,
– Using the foreign words is more prestigious, "scientist", have a beautiful sound.

In generally, the intra-linguistic reasons for borrowing indicate.

There are also extra-linguistic reasons of English vocabulary’s borrowing:

1. Two Anglicisms appeared in the Russian due to spread of American fantastic films: a cyborg (the cyborg-people, the subjected of cyborgization), a cyborgization (the replacement of individual human bodies with cybernetic devices as a scientific and technical problem).

2. A large number of cosmetics previously unknown in Russia become the cause for borrowing such words as: make-up, concealer (a pencil-corrector), peeling-cream (the cream for the peeling, which remove top layer of the skin), lifting-cream (the cream for lifting), cream, firming).

3. With the introduction of new technical means Russian language added the English words such as: immobilizer (a car alarm), trim (the instrument for cutting a mustache and a beard), thermocouple (a thermos and a tea, there are two included).

A functional diversity of these funds was the reason for the replenishment in Russian Anglicisms these functions were nominated: silit-system in the refrigerator), memory-stick (the camcorder’s function),
roaming (the link). New cladding materials come together with Anglicisms, designating their means: siding, molding; a hobby homestead become the cause of borrowing the Anglicism «mix borders».

3.1. Along with the previously borrowed Anglicisms «sandwich» in the human Russian speech of the late 90s are operating Anglicisms such as hamburger, fish-burger, cheese-burger, and chicken-burger. Wherein, the token «sandwich» carries the generalizing value, while the rest of the words of the synonymous row concretize the value of the word «sandwich»: a hamburger (inside – a steak), a fish – burger (inside – a fish).

3.2. The terminology of computer’s technology, established on the basis of the English language easily was updated with new terms of English origin. The words «website», «banner», «browser» use in speech of people dealing with computers, which become more and more every year. Consequently, these Anglicisms from purely professional sphere moving in the thesaurus of many Russian people.

4. A similar process can be observed in sports` terminology and in vocabulary of the addicts, the hippies, the musicians, in which Anglicisms are dominated or there is a tracing of English words.

5. Among the social and psychological factors which influenced the process of borrowing is an increasing the amount of English speakers and the English knowledgeable people in Russia. The flow of people who traveled and long-lived in the English-speaking countries and the returning them back is the reason for frequently "code-switching" to English. For example, they ask me: «May I help you?" and I have to answer: «Just looking around!" (From the speech of the emigrants). In this case not only the speaker uses Americanisms in his speech, he moves from one language to another. The impact of emigration is very important for the borrowing’s process.

6. Many linguists point to the prestige of English word in some situations compared to Russian. For example, Krysin L. calls this phenomenon as "rise in rank", a word, which refers an ordinary object in language – source, refers to the object which is more significant, more prestigious in language-borrowing. Thus, according to Krysin L., the word "shop" in Russian isn’t applicable to every store, but only with trading of prestigious products. In addition, in Russian in the end of the century the British Composites, such as: mini-shops, coffee shops, print-shops, called shops, selling with ordinary goods.

7. The expressiveness of the novelty is the one of the persistent causes of Anglicisms’ borrowing as more prestigious, significant and expressive words. They have an advantage over the Russian synonyms, they
15. Sekirin V.P. Borrowings in English. 1999. (Internet resource)