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Anglicism. Fashion or necessity ?

At the present time there is an active interest in Russian-English contacts and there are good reasons. English is rightly called "Latin of the twentieth century". In the process of historical development human languages have engaged and continue to engage in language contacts with each other. Every day new English borrowings appear in the Russian dictionary. Internet, international contacts, world market, technology, and cultural events affect changes in the Russian language.

The words that come out of the English language are called anglicism by linguists. Do you know that you are using them every day? Do you want to see this?

In this article I would like to show the trend of the use of English words in the local press and by the local population. At the beginning we should understand how the «implementation» of borrowed words happens.

1. Direct borrowings. The word appears in the Russian language in approximately the same manner and meaning that the original one. For example уик-энд (weekend) - выходные; блэк (black) – негр; мани (money) – деньги.

2. Hybrids. These words are formed by joining Russian suffix or prefix to foreign root. In this case, it doesn't change the meaning of the foreign word. For example аскать (to ask - просить), бузить (busy – беспокойный, суетливый).

3. Kalka. The words of foreign origin that are used by keeping their phonetic and graphic appearance. It is words like меню (menu), диск (disk), вирус (virus), клуб (club).

4. Ekzotizmy. Words that describe specific national customs of other nations, and are used in the description of the non-Russian reality. The distinctive feature of these words is that there are no Russian synonyms. For example, чипсы (chips), хот-дог (hot-dog), чизбургер (cheeseburger).

5. Emotions. These words are fixed in a particular field of communication as a means of expression, which gives a special speech expression. For example, о'кей (OK); вау (Wow!).

6. Jargon. Words have appeared as a result of the distortion of any sounds. For example крезанутый (crazy) – шизанутый., инглиш (English) - английский язык, геймер (gamer) – игрок.

The causes

1. One of the main reasons for the appearance of anglicism in Russian speech is a fashion on English. For example, though we have Russian analogues, we use recycling instead of утилизации, bodybuilding instead of культуризм, trend -тенденции, we call кинорежиссёров – filmmakers or moviemakers. People who use such words in their speech demonstrate their high status in a society and their education.

2. The appearance of anglicism in the Russian language is largely due to the emergence of new ideas, goods, services, analogues of which we do not have. However, they have become a part of everyday life: бейдж, классификатор, сканер, ноутбук, тюнер.

Borrowings, being mostly words from books or special ones, are mainly used in the books of speech genres, scientific or technical texts. Nowadays, media has become the main source of the language material. Looking through a newspaper or watching TV, every person faces a lot of words of English origin. As a rule, all these words from newspapers and magazines can be divided into three groups:

1. Words that have synonyms in the Russian language and people often don't understand them, for example: мониторинг – синоним is «наблюдение». Using of these words in many cases, is not necessary and often causes complications in understanding of the text.

2. The words which usually have not synonyms in the Russian language. They have been used for a long time, all men understand them and people often do not think about the fact that these words have come to us from the English language, for example: спортсмен (sportsmen), футбол (football), проблема (problem).

Секция 12. Межкультурная коммуникация

3. The words that are printed in English in the newspapers. These words are not incomprehensible to most people, such as: Non - stop.

I have reviewed a number of newspaper articles and found that the English words are commonly used in the following sections:

- Articles on the political and economic subject;
- Articles about music;
- Sports articles;
- Articles about science and technology.

Using of Anglicism has become fashionable. The young believe that the standard of living abroad is much higher. And they think that adding the English borrowings in their speech they become near to this lifestyle. Elder generation is less tolerant to other people's vocabulary than the youth. When they were asked why they did not like the use of English words in the Russian language, the elderly and children said that they had insufficient knowledge of the English language. Many people are annoyed by using English words when there are appropriate synonyms in Russian.

Is it necessary to introduce anglicism in the Russian language? Some words are impossible to take away out of the Russian language, they have gained social significance. But I think we shouldn't use them too much. We know that " the power of the people is in their native language.."

So, we can say with confidence that anglicism have a strong position in the Russian language. Our task is to learn how to use them correctly.

I should say that anglicism are sometimes important. Firstly, very often it is more convenient to use them because they are shorter and express the meaning more clearly; Secondly, many anglicism are clearer than a long translation into Russian; Thirdly, these words have become a part of the Russian-language speech , especially among young people, in the media; Fourthly, is there a necessity to take away English words in the age of globalization if they are not considered as profanity?