Хохлова П.П., Безрукова М.А.
Научный руководитель: ст. преподаватель: Жиленко Н. В.
Муромский институт (филиал) федерального государственного образовательного учреждения высшего образования «Владимирский государственный университет имени Александра Григорьевича и Николая Григорьевича Столетовых»
602264, г. Муром, Владимирская обл., ул. Орловская, 23
E-mail: xoxlova_polina@mail.ru, mashandrick@mail.ru

Runglish: mixing the languages

The English language keeps gaining popularity around the world. It is the language of the Internet, business and travel. The amount of people who are accepting it for studying is increasing. Every speaker makes his or her own contribution to the language. Therefore, the Russian language undergoes the influence of anglicisms that is why Runglish is created. Runglish is a language that combines the English language and the Russian language. The usage of Runglish might be dangerous for the identity of the Russian language. Is this mixing with Russian words caused by an urgent necessity or by fashionable trends?

Runglish was formed as the language of Russian immigrants in Brighton Beach. The former citizens of Russia didn't know proper English. In the new language environment, Russian Americans continued to speak Russian. It didn't help the integration. However, they couldn`t ignore English in America completely, because of that they had to mix English words and phrases with their native language. For instance, the signboard was decorated as Айсд кофе (Aisd kofe) instead of Iced Coffee [1].

In Russia, Runglish emerged with new professions, technologies and cultural innovations. Today, few people can be surprised by borrowed words. Foreign words are adapted to our daily speech. It is more common to hear a "менталитет "instead of "мышления", "оригинальность" and "качество" are called "эксклюзивность ", and the "образ" – "имидж". Some borrowed words are necessary to identify new concepts ("краудфандинг", "нетворкинг").

Runglish also spreads as slang and is used by the youth. They consider these words more prestigious than the Russian equivalents. In some cases, the English word is a short equivalent of the Russian word. That`s why modern young people use words like "репостить" (to repost), лайкать (to like), фейлить (to fail) and many more.

From the morphological point of view, in Runglish English words or phrases are transformed into Russian by adding prefixes, suffixes and endings. In other words, speakers adapt the English vocabulary for using it in their everyday speech [2]. For example, "зашетемеэлить" means saving the document in HTML format for using on the website, "шарить" means to share something, затулить means to tool something and a number of other combinations.

Runglish speakers work in the international companies and use English for business communication. New terms connected with this sphere are borrowed into our language by transliteration: «айтиэль» or «атээль» (<ATL, above the line; outdoor advertising or television advertising) [2].

Runglish morphology is based on the English language and is influenced by Russian. This can be seen in the formation of verbs, plural forms of nouns and preserving the Russian cases. Prefixes за- or от- and suffixes –ить or –ать are added to English verbs to form Runglish verbs: заапдейтить (to update), "залогиниться" (to log in). The plural forms of nouns are formed by endings –ы «посты», -и: "фидбэки" [2]. The Russian system of cases remains, it is common to hear "Вам послайсить или целым писом ?" in Runglish[1].

On the one hand, borrowings are inevitable in modern life and play a significant role in the development of languages. It is a merely fashionable trend and not a severe issue for the Russian identity. On the other hand, this phenomenon does not enrich our native language, makes it ridiculous and causes misunderstanding between different social groups. To sum up, we should use borrowings that are suitable for the situation and their use should be moderate.

Литература

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