Юскаева А.Р., Захарова Д.В.
Научный руководитель: Молодкина Е.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: yuskaev.raschid@yandex.ru, dascha.zakharova2063@yandex.ru

Borrowings from English to Russian in professional sphere

The Russian language has always been open to borrowings from other languages. Popularization of the Western culture caused penetration of numerous borrowings from Western European languages, mostly from English. [2]. Borrowing increases the lexical richness and also serves as a source of new roots, word-forming elements and precise terms. [6] In the era of globalization and development of information technologies such an influx of new terms is inevitable.

The sphere of human activity has expanded our vocabulary – the terminology of computer technology developed on the basis of the English language was easily supplemented with new words. These words are used by people using computers, and these borrowings are gradually moving from the professional sphere into everyday speech. [2] Computerization has led to the fact that in the Russian language, along with the words professionalism, there is a kind of computer slang: [4] IT programmer, web designer, web programmer, tester, copywriter, system administrator. Other borrowings are:

1. Web designer is a person of a creative profession, combining the skills of an artist, programmer and creator.

2. Web programmer is a specialist who develops websites and various Internet applications.

3. Copywriter is a person who writes text for the purpose of advertising or other forms of marketing.

4. System administrator, IT administrator is an employee whose job responsibilities include ensuring the regular operation of computer equipment, network and software.

In business and financial sphere, the following borrowings are used: office manager, HR manager, researcher, head hunter. Other borrowings include:

1. Marketing is the organization of production and marketing of goods and services based on the study of market needs. A marketing specialist is called a marketer.

2. Crowdfunding is financing new interesting ideas with money or other resources by a large number of people on a voluntary basis, usually via the Internet.

3. Networking is the establishment of business contacts, the creation of a network of useful acquaintances for work.

4. Know-how is the technology or the secret of production which allows you to create a product or service in a unique way.

5. Price list is a list of prices for products and services of a particular company.

6. Startup is a newly formed company that builds its business on the basis of innovative ideas or technologies.

7. PR (public relations) is the activity of creating an attractive image of someone or something through the media. [1], [5]

8. Helper is a store employee who helps customers navigate the product range, provides information about the product, and also deals with its packaging.

9. Supervisor is a person who organizes the work under a certain program, supervising the correctness of the execution of such a program.

10. Trader is a person who specializes in securities (currency, precious metals) and takes part in exchange trading.

11. Merchandiser is a person specializing in the promotion of goods in retail trade whose duties include attracting the attention of visitors to a particular product, promoting and tracking the availability of goods.

Words used to name professions related to dealing with people are:

1. Headhunter is a person who tries to persuade someone to leave their job by offering that person another job with more pay and a higher position.

2. Receptionist is a person who represents the company and answers the questions about the company's activities.

3. HR manager is a specialist in the personnel management of a company. The HR manager is engaged in selecting and hiring employees, their development and motivation, develops payment and bonus systems.

4. Researcher is an assistant HR manager whose responsibilities include actively searching for and inviting candidates for an interview.

Foreign borrowing is a common and normal phenomenon for the development of any language. As a result of cultural, political and economic ties between states, local realities that have their own names are exchanged. [5] Foreign borrowings are convenient to use in speech, sometimes one concept can replace an entire expression in Russian, and foreign borrowings expand the vocabulary of the language.

References

1. Английские заимствования в русском языке: 120 часто употребляемых слов [Electronic resource]. - Access mode: https://englex.ru/english-borrowings-in-russian/

2. Английские заимствованные слова в русском языке [Electronic resource]. - Access mode: https://www.englishdom.com/blog/anglijskie-zaimstvovannye-slova-v-russkom-yazyke/

3. Большой словарь иностранных слов [Electronic resource]. - Access mode: https://gufo.me/dict/foreign_words

4. Заимствования как процесс изменения языка [Electronic resource]. - Access mode: https://moluch.ru/archive/114/30182/

5. Заимствованные слова из английского языка [Electronic resource]. - Access mode: https://www.ph4.ru/eng_loanWords.php

6. Заимствованные слова из английского языка [Electronic resource]. - Access mode: https://www.virtualacademy.ru/news/zaimstvovannye-slova-iz-anglijskogo-jazyka/

7. Исследовательская работа "Заимствования в названиях новых профессий" [Electronic resource]. - Access mode: https://infourok.ru/issledovatelskaya-rabota-zaimstvovaniya-v-nazvaniyah-novih-professiy-3701979.html

8. Состав и особенности названии профессий английского происхождения [Electronic resource]. – Access mode: https://vuzlit.ru/836496/sostav_osobennosti_nazvanii_professiy_angliyskogo_proishozhdeniya