



## The Problem of Using Foreign Words in Modern Russian

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### Abstract

*At present, all countries of the world are focused on the policy of globalization. Globalization here means the unification of the inhabitants of the planet and the creation of conditions under which a certain common culture is created and the universalization of concepts from different spheres of human life takes place. This process is a natural change in the world economy in the context of the creation of common world structures that are aimed at transnationalization and regionalization of the economy. English is used both in world politics, economics, culture, and in everyday communication. More and more words of the English language are borrowed by other languages, assimilated into speech, and are used on an equal basis with different words. This tendency can be traced in Russian as well. It has already become impossible to count the number of new words that a Russian person began to use in his daily life, and every year this number is growing exponentially. Linguistic borrowing is a natural process, the result of cultural contacts and one of the ways of developing a modern language, including Russian. However, since recently the Russian language has adopted a large number of words from different areas of knowledge and spheres of human life, there is a substitution of concepts and often a misunderstanding of the true essence of statements. People use “newfangled” words and sometimes do not even fully understand their lexical meaning. This fashion has acquired a negative character because in the process of borrowing, there is a partial or complete loss of the initial meaning of the word, which ultimately affects the intercultural aspect of communication. There are many concepts in the English language, the meaning of which cannot be fully conveyed by Russian synonyms. So, there is a word “brand”, and it has a meaning that is much broader than “trademark”, or “glamour” is fraught with more meanings than the Russian equivalent of “charm”, the same with the words “fitness” – “exercise”, “image” – “appearance”, “hater” – “ill-wisher”. And all these words have become part of the slang which can be called a separate linguistic system. Because of these misunderstandings have often arisen, especially on the part of the elderly population of the country, when foreign vocabulary, borrowed mostly from English, is used in the media, on TV channels, on the radio and on the Internet. In this regard, we consider it necessary to use exclusively the Russian language on public communication channels, thereby limiting the spread of foreign vocabulary, which is gradually but surely displacing its Russian equivalents from use.*

**Keywords:** globalization, English word, borrowing, communication, tendency

### 1. Introduction

At present, all countries of the world are focused on the policy of globalization. Globalization here means the unification of the inhabitants of the planet and the creation of conditions under which a certain common culture is created and the universalization of concepts from different spheres of human life takes place. This process is a natural change in the world economy in the context of the creation of common world structures that are aimed at transnationalization and regionalization of the economy. As a result, a standard is created under which countries adjust all their systems, as well as a fusion of cultures. Thus, the world is becoming one whole state in which all countries interact and for success it is necessary to create conditions.

### 2. Dominance of the English language in Intercultural communication

It is a well-known fact that about seven thousand languages are now spoken in the world. At one time or another, different languages dominated the world due to scientific discoveries that were made by the speakers of these languages, warriors changed attitudes towards the languages of the invaders, the political situation in the world also interfered with language priority [3, 4]. The scope of our research does not allow us to delve into this topic, but we must admit that at the moment English is the main language of intercultural communication. It is used both in world politics, economy, culture, and



in everyday communication. More and more words of the English language, for example, terms from different fields of science or the names of technological innovations borrowed by other languages are assimilated into speech and are used on equal terms with the words of the native language, often without distinguishing the borrowings as a "foreign unit".

This trend can be traced in the Russian language as well. It has already become impossible to count the number of new words that a Russian person has begun to use in their daily life, and every year this number is growing with the geometric progression. Borrowings are preferentially used by natives even if they have their full equivalents in the native language. It can be considered as a trend. O.S. Akhmanova and V. Ya. Zadornov define the borrowing as "an appeal to the lexical fund of other languages to express new concepts, further differentiate existing ones and designate previously unknown objects" [1].

The tendency to recruit and preserve the borrowings in the language overcome such obstacles as unnatural for the native speaker manner of pronunciation, for example, *budget*, *dumping*, *diving*, *consulting*, etc. Also, there are words which the spelling rules do not correspond to the Russian vocabulary that is why such words are simply transliterated: *franchise*, *outsourcing*, *headhunting*, *brainstorming*, *case-studying* etc.

All borrowings are introduced into our speech in the following ways:

- direct introduction (the word does not change and retains its lexical meaning): *худи* – *hoodie*,
- hybrids (a suffix may be added to the word) *аскать* – *askать*; *бузить* – *busить*; *шопить* – *shopить*;
- loan translation (words are used in accordance with their graphic and phonetic appearance) *хуманизация* – *humanization*;
- exoticisms (lacuna words) *чипсы* – *chips (crisps)*; *чизбургер* – *cheeseburger*;
- composites (words consisting of two English words) *супермаркет* – *supermarket*, *лайфхак* – *lifehack*; *уикенд* – *weekend*;
- jargon (the borrowed word is distorted) *юзер* – *user*; *хакер* – *hacker* [5].

You can meet anglicisms in all spheres of human life. For example, in the names of food (cracker, roast beef, hot dog, pancake, etc.), in the business world (broker, deadline, default, diversification, leasing, networking, etc.), in sports (arm wrestling, scuba -diving, penalty, forward, etc.), in the IT-sphere (browser, driver, community, login, user, hacker, etc.), as well as frequent borrowing (outsider, blender, impeachment, camping, puzzle, summit, tuning, escalation, etc.).

### 3. The reasons for borrowings from the English language

The reason for word-borrowing from other languages has always been topical for the researchers who identify two of them: extra-linguistic and linguistic reasons. The former include the historical intercontacts and intercultural communication between different peoples, the emergence of new objects and, as a result, the need for their nomination, the innovation of the people in a certain area, linguistic trends and fashion, the law of economy of linguistic means (the use of a shorter equivalent in speech). Another reason may be the narrowing of some specialties or areas, which leads to the formation of specialized vocabulary, lacunae.

The actual linguistic reasons include linguistic changes associated directly with the processes in the language itself, which are caused by the following factors: filling gaps, the process of clarifying semantic and connotative shades, the desire to preserve linguistic means and terminology [2].

Thus, we can conclude that language borrowing is a natural process, the result of cultural contacts and one of the ways of developing a modern language, including Russian. However, due to the fact that recently the Russian language has adopted a large number of words from different areas of science and spheres of human life, there is a substitution of concepts and often a misunderstanding of the true essence of statements. People use "newfangled" words and sometimes do not even fully understand their lexical meaning. This trend has acquired a negative character, because in the process of borrowing, there is a partial or complete loss of the initial meaning of the word, which ultimately affects the intercultural aspect of communication. The native speaker of a language recipient when using a borrowed word gets an impression that they know a foreign language and can easily use it for communication. However, in many cases such usage can lead to misunderstanding in communication with the native speaker of the donor language because the borrowed word bears either slightly or completely different meaning. If talking about the Russian speaker, for instance, in their speech we can quite often hear a word *лузер* – *loser*, which in the English language means *not*



*successful* most of the time (with a slight hope for better future) whereas in the Russian language this word has an absolutely shade of hopelessness with no chance to become better.

Many Englishisms have appeared in the speech of a modern young man, which came mostly from American English. Some words have received a new lexical meaning, some have retained the same and firmly entered the lexicon of young people. This trend is observed because of complete freedom of choice of words and expressions. This freedom contributes to the unhindered emergence of new slang vocabulary. This vocabulary is beginning to be used not only by young people, but also by writers, politicians, and high-ranking officials.

The most awkward situation from linguistic point of view is when high-ranking officials while delivering a speech against the usage of the borrowed words use borrowed words themselves. The word *lockdown* is a vivid example of such a case: it is comical that this politician (the name is omitted for reasons of political correctness) used a Russian phrase *всё закрыто* -- *everything is closed* talking about domestic issues during the pandemic, but he could not resist and used a foreign term when speaking about trips abroad that "it's useless to go there, a *lockdown* regime has been in force there". In this case, the term was used as a means of saving linguistic units.

Sometimes the overusage of the borrowings by the speaker breaks all possible limit and the speech becomes just a few meaningless linguistic units. For instance, «Если он этот *task* (*task*) *заспойлит* (*spoil*), а мне опять придется *баги* (*bugs*) *фиксить* (*fix*), я *засабмичу* (*submit*) *боссу* (*boss*) *репорт* (*report*) и не буду *апрувить* (*approve*) *энгежмент* (*engagement*) на следующий *проект* (*project*)» -- "If he spoils this *task*, and I have to *fix bugs* again, I will *submit a report* to the *boss* and will not *approve* the *engagement* for the next *project*. All the borrowings in italics have equivalents in the Russian language and there is no need to use English. On the top of all, we have conducted a survey on the streets of our city (Krasnodar, Russia), where we asked the passer-byers (120 people) to give us the meaning of the above-mentioned sentence, and we received the following results (see Table 1):

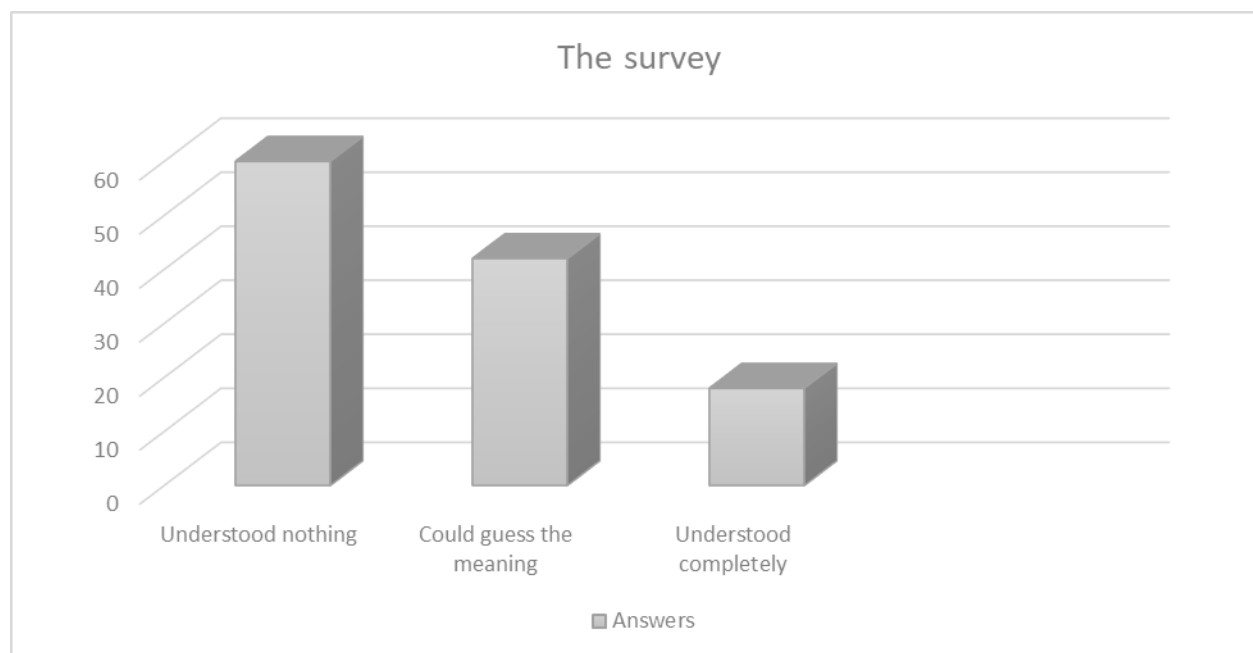


Table 1

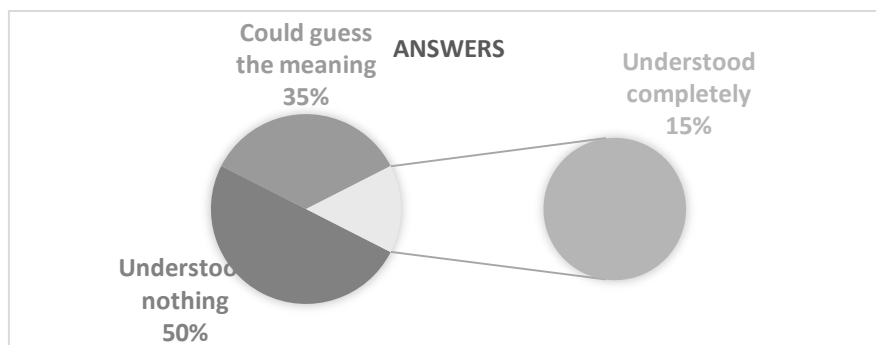


Table 2

60 responders (50 %) understood nothing; 42 responders (35 %) could guess the meaning but not of all borrowed words used in the sentence, and only 18 responders (15 %) understood the given sentence completely.

There are many concepts in the English language, the meaning of which cannot be fully conveyed by Russian equivalents. So, there is a word *brand*, and it has a meaning that is much broader than just a trade *mark* in English, or *glamor* with more meanings than the Russian equivalent of *charm*, the same with the words *fitness - exercise*, *image - appearance*, *hater - ill-wisher*. And all these words have become part of the youth slang, which can be called a separate linguistic system. The following words have also become trendy in the XXI century: *агрить - aggravate - to anger*, *войсуть - voice - send voice messages*, *геймить - game - play computer games*, *краш - crash - a person who one likes*, *пруф - proof - proof*, *рофлить - reflate - laugh*, *хэйтить - hate - criticize, hate*, *фолловить - follow - subscribe to sb's social network account*, *лайкать - like - rate photos*, and many other words [5].

In connection with the popularity of the use of borrowed words from English into modern Russian, linguists have given a new name to this mixture of languages – "Runglish" or "Ruglish". This is the name of a language in which Russian and English words are mixed in one sentence, usually with the intention of shortening the sentence and conveying the thought more accurately. For example, *task на холде - task on hold - I will do this later* or *запрувили мой форкаст, нужно сейлзам кипиай инкризить - I have approved my forecast, salesmans need to incriminate them* which means *my forecast has been confirmed, sales specialists need to improve key performance indicators*.

## Conclusion

Summing up it should be noted that a modern individual with no command of the English language, will not be able to understand all these "new", "trendy" borrowed words. Moreover, in recent years, misunderstandings have often arisen, especially on the part of the senior population of the country, when foreign vocabulary, borrowed mostly from English, is used in the media, on TV channels, on the radio and on the Internet. In this regard, we consider it necessary to use exclusively the Russian language on public communication channels, thereby limiting the spread of foreign vocabulary, which is gradually but surely displacing its Russian equivalents from the use.

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