

Полина Николаевна Оленева,
аспирант 1-го года обучения
факультета гуманитарных наук
Будапештский университет
имени Лоранда Этвёша

АДАПТАЦИЯ ИНОЯЗЫЧНОЙ ЛЕКСИКИ В СОВРЕМЕННОМ РУССКОМ ЯЗЫКЕ

Аннотация. Количество английских заимствований в современном русском языке увеличивается почти каждый год начиная с 1980-х гг. В данной научной статье мы попытаемся проанализировать ключевые факторы, влияющие на современный русский язык, сосредоточив внимание на таких вопросах, как происхождение данных причин и их негативное или позитивное влияние на язык в будущем.

Ключевые слова: иноязычные заимствования; английские заимствования; русский язык; адаптация иноязычной лексики.

Polina Oleneva,
postgraduate student of the 1st year
Faculty of Humanities
Eötvös Loránd University

ADAPTATION OF FOREIGN LOANWORDS IN THE MODERN RUSSIAN LANGUAGE

Abstract. In the modern Russian language the number of English loanwords is increasing almost every year since 1980's. From that period of time, we assume that Russian language included various of jargons, and also borrowings from another foreign language like English, French, German etc. In this particular research we will try to analyze key factors which influence modern Russian language, where do these factors are coming from and will they have negative or positive impact on the language in the future.

Keywords: foreign loanwords; English loanwords; Russian language; adaptation of foreign loanwords.

Foreign words or loanwords have appeared in Russian language through verbal communication with representatives from other countries. Nowadays around 10–15 % words in Russian come from other languages. However, the process of adaptation of foreign loanwords increased further since the beginning of XXI century. Many linguists connected these changes with global factors, like the usage of internet technologies and fast spreading of electronic devices all over the world.

Other researchers also highlighted the main reasons for fast adaptation of foreign loanwords. For example, it can be connected with the influence of fashion industry, or lack of the suitable word in Russian. Moreover, the most popular factor these days relates to more beautiful sound of a foreign loanwords (for example, a word «weekend» is more common for Russian youth than «выходные») [1].

Russian internet slang is heavily influenced by English, therefore, we face the largest number of English loanwords here. Representatives of young generation actively use slang in the framework of computer technologies, games and internet. The main reason is the fact that modern teenagers have learned this slang from early childhood, when they started to use popular social media like «Instagram», «Facebook» and «VK» [2].

Recent English borrowings from the internet are actively used by Russian youth in informal chats via social media, messengers or in personal communication. Here are some of the most common loanwords: «мем» (a meme, an internet meme), «лайк» (like, actively using in social media platforms), «селфи» (a selfie), «апдейт» (an update), «нуб» (a noob, newbie or newcomer), «спам» (spam, spamming), «геймер» (a gamer, active player of video games), «фолловинг» (following; a choice to see all posts of a certain users in social media), «хэштег» (a hashtag #, it is actively used in microblogging and photo-sharing services in internet) [3].

Not all internet terms can be adapted in Russian language with help of English. Well known existing Russian terms can have another meaning in the internet sphere. For instance, a word «глаз» (an eye) besides having a well-known meaning, also has got new sense in the internet slang as a «computer's monitor» [4].

In conclusion, we can say the internet technologies and cross-cultural communications affected our world and life, therefore it will not be the same anymore. At the same time, it influenced language and caused

new internet slang and widespread loanwords. Recent research shows a big increase of foreign borrowings in the last few years, and according to statistics it will continue to grow due to fast development and spreading of latest internet technologies.

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