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ANGLICISMS IN TODAY'S YOUTH MILIEU

***Abstract:** The article deals with the current situation in the usage of borrowed words among young people. Reasons why today's youth resort to using foreign language vocabulary in their native speech. What words have penetrated into all spheres of our life, whether it has any consequences for the Russian language and how the choice of language units among natives goes. The author raises the question why the usage of borrowed vocabulary is a temporary trend and is prevalent mainly among the young generation.*

***Keywords:** vocabulary, borrowings, anglicisms, calque, barbarisms.*

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АНГЛИЦИЗМЫ В СОВРЕМЕННОЙ МОЛОДЕЖНОЙ СРЕДЕ

***Аннотация:** В статье рассматривается современная ситуация употребления заимствованных слов в молодежной среде. Причины, по которым современная молодежь прибегает к использованию в своей речи иноязычной лексики. Какие именно слова проникли во все сферы нашей жизни, несет ли это какие-то последствия для русского языка и как именно проходит выбор единиц языка у носителей. Автор ставит вопрос о том, почему использование заимствованной лексики является временной тенденцией и распространено преимущественно среди молодого поколения.*

***Ключевые слова:** лексика, заимствования, англицизмы, кальки, варваризмы.*

These days we can frequently notice one peculiar trend in today's youth such as usage of anglicisms instead of the usual Russian words. There is a flow of foreign language words in all areas of our lives: politics, science, technology, finance, commercial activity and culture. Let's try to understand the current situation, the reasons for borrowing anglicisms among young people, the degree of necessity of this process and youth attitude towards it.

Language is a living being. Something in it is born, something changes, something remains and something disappears. It is a natural and logical process. The vocabulary of almost any language tends to be enriched. And one of the ways to do this is to borrow. Foreign language embeddings, barbarisms and calque are phenomena so entrenched in our language that they are perceived by native speakers as borrowings sometimes only on a subconscious level.

From the survey among the Ural Federal University students, in which participants were asked to choose the most frequently used words, and to indicate what

these words mean, the reasons why they prefer foreign words to native Russian ones and the attitude to the very process of borrowing. Some conclusions were made, on which the analysis of the current situation will be based.

The flow of foreign words has been increased since the 90s of the XX century. This is due to the fall of the Iron Curtain, intercultural communication: the emergence of the Internet, international companies, scientific and technological achievements, tourism, media, etc. Advanced specialists from different countries began to receive invitations to work in different parts of the world, due to which there was an exchange of skills and experience of different cultures, there are new technical inventions with their unique names. Largely, authoritative individuals contribute to the dissemination of foreign language vocabulary.

Based on the research, the most frequently used words were identified: notebook, boyfriend, online, chips, Hot Dog, second hand, hi, bye, WOW, oops, club, show, design, season, menu, drive, password, virus, image, PR, file, display, action, speaker, monitoring, player, scanner, business, barter, broker, bestseller, western, thriller, hit, pop, shopping, okay, respect, party, user, super, VIP, tattoo.

These are words that have penetrated into many spheres of our lives: television, politics, newspapers, magazines, economics, science, technology, financial and commercial activities, culture. Loud words, huh? Of course they're loud. It's because these loans are so strong in everyday communication that they are sometimes not perceived as borrowed. They seem natural and do not require division into any areas, as they are not even related to them, being frequently used in everyday life. This leads to one of the reasons for their use: not knowing by the speakers that these words have a Russian analogue – as a result, ignorance of these words in their native language for the sake of others. This is the most serious and problematic reason, as by its example we clearly see the process that leads to the dullness of the Russian language, the loss of its unique beauty and identity, the alignment of the language to international standard.

As already mentioned, the introduction of anglicisms is due to the most popular and relevant phenomena, which follow the next reason for their use: the popular belief

that the borrowed word is «more prestigious». Here we can note a peculiarity: using borrowed vocabulary, a person can only accentuate what he says and how. Despite the frequency of this word and its ordinariness, interviewees say that in speech their attention is often «clinging» to a foreign word. Borrowing as a tool for attracting attention? To crucify the fact that there are «convenient» words in the Russian language is unnecessary, because this reason is still mostly positive, because the main thing here is that a person subconsciously perceives a foreign word as something foreign – which is already a definite plus.

Speaking about the desire to be «on the same wavelength» as your peers, it is interesting because it is impossible not to mention the topic of youth slang, which undoubtedly includes borrowings. But the point is that for this reason there is one simple fact: the use of borrowed words by people belonging to certain subcultures and social groups is an artificial process, as a person can choose language units consciously and deliberately. But according to philologists and linguists – with time people return to the use of literary words. So, this phenomenon is temporary and has no consequences for the language.

The necessity to express descriptive figures of speech with the help of anglicism, the need to name new subjects, concepts, phenomena, the need to concretize the meaning of the word and add more expressive means to the language – the reasons that should be combined, because they are objective and we can not get away from them. The words are useless to change or replace. Their use is dictated by the situation, by necessity.

Another important point is the attitude of respondents to borrowed words. Most people do not see anything wrong with the usage of foreign words, because they often use them to explain something more easily, to formulate their thoughts more clearly, and someone is just more comfortable. And only a small part was against it, because in their opinion borrowings only clog the native language.

Language is a self-developing system with its own rules which is able to filter and correct the elements that get into it. Borrowing is not a Trojan horse, which gets into the tongue, scatters many of its elements everywhere. This is impossible in

principle, as these phenomena come and go back. They only live as long as they are relevant to the generation that brought them in. But generations change and language is ruthless to what does not develop with it.

It is also worth noting that this is not a problem to be dealt with, it is only a phenomenon that is relevant at a certain moment in a certain social group. Of course, borrowing is not good for the language, but it does not do any harm. Many of our writers fought against the clogging of the Russian language by borrowing. M. Gorky pointed out: *«It makes it difficult for our readers to understand foreign words. It makes no sense to write concentration when we have our good word – condensation»*. Foreign words have always been in our language. So let them remain a supplement to our native vocabulary, an alternative to the already existing Russian equivalents, so that natives can use them in puns, communication with peers, the use of specific terms and for the convenience of naming individual subjects, events, facts and phenomena.

It is important to understand one simple truth: trends are a tool. And our language masterfully knows how to try them on, absorbing only the best and necessary, easily removing excesses. Borrowing is a mechanism that functions in a language, occupies its own niche, but poses no threat in itself, being partly objective, partly temporary as it is relevant in today's youth environment.

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