

# STRENGTHENING THE PROCESS OF BORROWING FOREIGN LANGUAGE WORDS.

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**ANNOTATION.** This article identifies and discusses such important parameters of the process of mastering foreign words as long-term, gradual, uneven and communicative relevance.

**Key words:** controversy, completely Russified, foreign dominance, under oppression, feeling of hopelessness, purists of the past, immoderation and irrelevance.

In relation to borrowed words, two extremes often collide: on the one hand, the oversaturation of speech with foreign words, on the other, their denial, the desire to use only the original word. At the same time, in polemics they often forget that many borrowed words have become completely Russified and have no equivalents, being the only name for the corresponding realities (remember Pushkin: But trousers, tailcoat, vest - all these words are not in Russian...). The lack of a scientific approach to the problem of mastering foreign language vocabulary is also manifested in the fact that its use is sometimes considered in isolation from the functional and stylistic consolidation of linguistic means: not taking into account that in some cases turning to foreign language book words is stylistically not justified, while in others it is mandatory, since these words form an integral part of the vocabulary assigned to a certain style serving a particular sphere of communication.

The development of almost every natural language is characterized by the process of borrowing words from other languages. Nevertheless, native speakers often treat this process itself, and especially its results, foreign words, with a fair amount of suspicion. Why take something from others, isn't it possible to get by using the means of your native language? Why do we need an 'image' if there is an 'image', why a 'summit' if we can say 'summit meeting'? Why is the now fashionable 'remake' in cinematography better than the usual 'remake'? And is 'consensus' stronger than 'agreement'?

Often a foreign word is associated with something ideologically or spiritually alien, even hostile, as was the case, for example, in the late 40s during the fight against sycophancy to the West. But there are other times in the history of society when a more tolerant attitude towards external influences and, in particular,

towards the borrowing of new foreign words prevails. Such a time can be considered the end of the last century and the beginning of the current one, when such political, economic and cultural conditions arose and exist.

In Russian speech, first in the professional environment, and then outside it, terms related to computer technology appeared: the word computer itself, as well as display, file, interface, printer and much more, names of sports (new or renamed): windsurfing, skateboarding, arm wrestling, kickboxing, freestyle, etc.

Everyone has heard of numerous economic and financial terms such as barter, broker, voucher, dealer, distributor, investment, marketing, monetarism, futures loans, etc. Many of them were borrowed a long time ago, but were circulated mainly among specialists. However, as the phenomena denoted by these terms became acutely relevant for the whole society, highly specialized terminology went beyond the professional environment and began to be used in the press, in radio and television programs, in the public speech of politicians and businessmen.

Active borrowing of new and expansion of the scope of use of previously borrowed foreign language vocabulary occurs in less specialized areas of human activity: it is enough to recall such widely used words as image, presentation, nomination, sponsor, video, show (and their derivatives: video clip, video equipment, video cassette, video salon; show business, talk show, showman), thriller, hit, disco, disc jockey and many others.

Among the reasons that contribute to such a massive and relatively easy penetration of foreign language neologisms into our language, socio-psychological reasons occupy a certain place. Many native speakers consider a foreign word to be more prestigious than the corresponding word in their native language: the presentation looks more respectable than the usual Russian presentation, exclusive is better than exceptional, top models are more chic than the best models. True, it must be said that there is some semantic demarcation between one's own and someone else's words: a presentation is a ceremonial presentation of a film, book, etc.; Most often, an interview is exclusive, and it is apparently impossible to say about someone (without the intention of joking) "exclusive stupid" or exclaim: "What an exclusive cheese!"

The greater social prestige of a foreign language word, felt by many, in comparison with the original one, sometimes causes a phenomenon that can be called an increase in rank: a word that in the source language names an ordinary, ordinary object, in the borrowing language is attached to the object, in one sense or another more significant, more prestigious. Thus, in French the word boutique means 'shop, small store', and having been borrowed by our fashion designers and businessmen, it acquired the meaning 'fashion clothing store': About the same

thing happens with the English word shop: in Russian the name 'shop' is not applicable to any store, but only to one that sells prestigious goods, mainly Western-made (no one would call an ordinary grocery store a “shop”). The English hospice ‘shelter, almshouse’ turns into a hospice - an expensive hospital for hopeless patients with maximum comfort, facilitating the process of dying. And even the Italian puttana, once in the Russian language, does not mean any kind (as in Italian), but mainly currency.

How to evaluate the current intensification of the borrowing process? How should we react to the fact that foreign words often displace native Russian words from use?

Before answering these questions, let's look at which areas of communication are most susceptible to foreign language influence.

Most often, new foreign words can be found in the press and in other media, for example, on television, in programs dedicated to economic or political life, fashion, music, cinema, sports. In oral public speech, for example, in radio and television interviews on everyday topics, in speeches at parliamentary meetings, the use of foreign words-neologisms is often accompanied by clauses such as: so-called monetarism, as is now commonly expressed, the electorate, etc., since, focusing on mass listener, the speaker feels a connection with him more directly and acutely than the author of a newspaper or magazine article. Some of the borrowings are used not only in their direct meanings, but also figuratively, metaphorically: television marathon, economic resuscitation, biased press, political elite, rating of lies, etc., and this phenomenon is also characteristic mainly of the language of the media.

Everyday speech does not experience any noticeable influx of foreign words, and this is understandable: being for the most part bookish or special words, borrowings are used mainly in the genres of book speech, in texts of a journalistic, scientific and technical nature.

There are also social differences in attitudes towards foreign words, especially new ones: people of the older generation are, on average, less tolerant of foreign vocabulary than young people; with an increase in the level of education, borrowing becomes easier; Representatives of technical professions pay less attention to what word they see or hear in the text - Russian or foreign - than representatives of humanitarian professions. I emphasize: this is on average, in general, but a more complex attitude towards foreign words is possible.

Now let's try to answer the questions posed above.

Regarding the intensification of the borrowing process: there is no need to panic. They often speak and write about a foreign language flood that is flooding

the Russian language, about the dominance of foreigners, under the yoke of which it is perishing, and such statements give rise to a feeling of hopelessness. But we must not forget that language is a self-developing mechanism, the action of which is regulated by certain laws. In particular, language can clean itself, get rid of what is functionally redundant and unnecessary.

This also happens with foreign words. In any case, the history of the Russian language testifies to precisely this property. Who now knows the words *proprieter* (owner), *indigestia* (indigestion), *amantha* (beloved), *supirant* (admirer, admirer), *repantir* (women's hairstyle with curls hanging on both sides of the face), *suspicia* (suspicion) and many others that were used in the Russian language of the 19th century? It is unlikely that decrees were issued ordering these words to be expelled from Russian speech - they are outdated, replaced by themselves as something unnecessary. On the other hand, how much did the purists of the past achieve by calling for the prohibition of the use of words such as *egoism* (instead, 'selfishness' was proposed), *quotation* (suggested as synonymous replacements for 'link, excerpt'), *posture* (instead, 'body position' was invented), *compromise* (instead it was recommended to say: 'present in an unfavorable way'), *ignore* (V.I. Dal believed that this word was impermissible), etc.?

Of course, immoderate and inappropriate use of foreign words is unacceptable, but immoderation and inappropriateness are harmful when using any word. Of course, neither linguistic scientists, nor journalists and writers should sit idly by, dispassionately watching how their native speech is clogged with foreign language. But nothing can be done here with bans. We need systematic and painstaking scientific and educational work, the ultimate goal of which is to cultivate good linguistic taste. And good taste is the main condition for the correct and appropriate use of linguistic means, both foreign, borrowed, and our own, original ones.

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