

Features of the Functioning of Anglicisms in the Media Space

*Tursunova Maya Erkinovna*¹

Abstract: When borrowed into the vocabulary of the media space, anglicisms, like other foreign words, undergo integrative changes. For the further successful functioning of the word in the receiving language, first of all, it is adapted in accordance with the rules of spelling, orthoepy and morphology. In this study, we do not consider the phonetic and graphic development of anglicisms during their transition to the Russian media space. This is due to the fact that most borrowings in the vocabulary of the media space retain their English pronunciation and spelling. In this connection, the article pays special attention to the morphological assimilation of English vocabulary, as well as its inclusion in the word-formation paradigm of the Russian language, typical for the vocabulary of the media space.

Keywords and expressions: morphological integration of borrowed words in the acquisition of grammatical meanings inherent in the Russian language and the ability to change according to the rules of Russian morphology.

The nouns of English origin are characterized by the acquisition of the categories of gender and number, formally marked by the presence of an article or a determiner with them.

In the vocabulary of the media space, the use of Anglicisms may differ in gender compared to the vocabulary of the literary layer.

Among the Anglicisms borrowed into the modern Russian language, there are both actual neologisms and occasional words, which are characterized by one-time and specific speech use "just in case".

The main reason for the emergence of neologisms is the need for new vocabulary: killer, shop tour, talk show, hot dog, underwriter, science, fikshin, etc. This also applies to numerous derivatives of Anglicisms on Russian soil, for example, producer - to produce, to produce : producer-producer, etc.

".. Secondly, I saw purely as a producer that there could be commercial success here"[6].

Among the neologisms borrowed from other languages, we distinguish the following groups, taking as a basis the temporal criterion: 1) recently borrowed words or newly created on their basis (realtor (-stvo), distributor (-stovovat), big magician, promotion); new compound words and stable combinations that include, as at least one of the elements, someone else's word that previously existed in the given language (talk show, sex shop, brain ring, rap club); 2) new meanings of native or borrowed words that previously existed in the language ("interview" in the meaning of "job interview", "summary" in the meaning of "short track record"). For example: "The First All-Russian Data Bank of Professional Resumes", "In other words, the resume should include a description of exactly those aspects of your experience that are significant ... "[5];

Newly created or recently borrowed words are called lexical neologisms, and new meanings of words that previously existed in the language are called semantic neologisms [3].

Among the new borrowed words, one can single out occasional neologisms used only once, in case they have an authorial character to satisfy the need for stylistic coloring and expressiveness of speech. In our study, we expand the concept of an occasional word, which has developed in the works of V.A. Zenskoy A.G. Lykova B.V. Lopatin, and others, and assumed the author's affiliation. We digress from

¹ lecturer at the Department of Russian Philology, Ferghana State University



this feature, recognizing all other features proposed by E.A. Zemskoy. In our understanding, occasionalism is a relative concept: for Russian speech - occasional, in English - usual; its main property is the belonging of speech (non-usuality), one-time ("just in case"). Therefore, in our work, occasionalism of English origin is opposed to mastered Anglicism (borrowing). But the boundaries between them are not rigid, since mastery can manifest itself in different ways.

By definition, E.A. Zemskaya, occasional words can be considered "individual neoplasms found in speech, inherent only in a given context, they arise as a result of the action of various methods of nomination, among which the leading place belongs to the creation of a formally new nominative unit. An occasional word is always derivative and is an element of speech that deliberately violates "language standard" by the unusual form w/or content, as a result of which "the uniqueness" uniqueness "of occasionalism is considered as an integral property of the very nature of this type of neoplasms" [4, p. 125].

For anglicism (occasionalism), which has not yet been mastered in the Russian language. Also, an optional feature is word-formation derivativeness, which is especially emphasized by A.V. Shcherbakov [3]. English-speaking occasionalism, in our understanding, is both a non-derivative word (inschuerens - insurance), and a derivative: a) in the source language (super-duper); b) in the language of the receptor (hot dogger), and a stable phrase (taf guy - tough guys), and even a whole phrase as a foreign-language interspersed in the Russian text.

Popular in youth circles writer A.V. Kirilina often uses Anglicisms-occasionalisms in her prose to express her speech: "...several middle-aged men came out from around the corner to the crossroads, a kind of tough-guys (tough-guys - tough guys)" [2]. In rare cases, such occasional borrowings pass. In the category of commonly used words, however, at the end of the last century, this process of including "random" Anglicisms in speech is very common due to the growing role of the English language in society and the increase in the number of bilinguals: "He is afraid after he has already cleaned the faces of the most terrible taf- gay league in his first season" [7]

A.V. Kirilina identified three main groups of neologisms: 1) ordinary neologisms - words that arose in response to a linguistic need, became more or less widespread, entered the periphery of the language system ("focus-free", "dealership", "pagephone" "hip- hop", "killer", etc.). Neologisms are closest to ordinary words. Into the language system 2) individual author's neologisms used in fiction for the purpose of the greatest artistic expressiveness. Usually these neologisms are stylistically colored: "The world is turning to comedy, i.e. to comic furious action": 3) potential words that occupy an intermediate position between the usual and individual author's neologisms. Unlike ordinary neologisms, they have a speech character, usually do not go beyond the limits of one-time use, they lack emotional coloring; they are formed according to productive word-formation models [2]. When describing groups 1 and 2, the author also deviates from the feature "word-formation derivativeness".

In our opinion, the use of the term "potential word", which has been fixed in studies on occasional word formation, is not entirely successful: it should, logically, be opposed to a "real" word. However, a word that is already formed is called potential, i.e. really.

Anglicisms used once in a Russian phrase (or their derivatives) are perceived as occasional and reflect the abundant "entry" of Anglo-American elements into modern Russian-speaking communication.

So, in the article, the concept of "foreign-language occasionalism" summarizes such features as undeveloped (non-usual), use "just in case / on occasion", non-standard external form (which ensures the expressiveness of the unit). About individual authorship (as it is typical for an occasional word in its traditional sense), we do not speak here, since within the framework of our topic the same English-language unit within the Russian text is occasional, and for English speech it is usual. We contrast occasional anglicisms with mastered ones (that is, borrowings in the narrow sense), the boundaries between these phenomena are mobile, they are determined by the degree of mastery of the English-language element in Russian speech.



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