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ANGLICISMS IN YOUTH COMMUNICATION

Аннотация: В статье рассматриваются лингвистические тенденции современного языка молодежи. Представлена систематизация классификаций современной лексики. Акцент сделан на особенностях адаптации и функционирования англицизмов. Сленг представлен как среда функционирования англицизмов, который является относительно устойчивым для определенного периода, широко употребительным, стилистически маркированным лексическим пластом, а также как компонент экспрессивного просторечия, входящего в литературный язык, весьма неоднородный по своим истокам, степени приближения к литературному стандарту, обладающий пейоративной экспрессией.

Ключевые слова: текст, англицизм, автор, дискурс, сленг, лексическая единица, термин, коммуникация.

Abstract: The article deals with the linguistic trends of the modern language of youth. Systematization of classifications of modern vocabulary is presented. The emphasis is on the features of adaptation and functioning of anglicisms. Slang is presented as a medium for the functioning of anglicisms, which is relatively stable for a certain period, widely used, stylistically marked lexical layer, as well as a component of expressive vernacular included in the literary language, which is very heterogeneous in its origins, the degree of approximation to the literary standard, and has pejorative expression.

Key words: text, anglicism, author, discourse, slang, lexical unit, term, communication.

The study of trends in the language behavior of young people allows us to describe in more detail the linguistic features of language development at the present stage. Since language is a constantly changing system that reflects the national, mental and linguistic picture of the world, the study of factors influencing the development of the language system becomes an integral part of modern linguistics. Slang becomes a means of developing the language system, since it introduces new meanings of already existing concepts into the language, on the one hand, and on the other introduces new words into a wide speech turnover [1; 3]. The history of the term itself remains controversial, but this term is quite subject to classification. The article focuses on English-language youth slang. Characteristic features of English slang for young people are:

1. lexical tools are constantly updated, so we can not say that slang is a static phenomenon, it is constantly developing and enriching;
2. limited subject matter, since in most cases slang is used in a narrow circle, and also has its own focus;
3. pronounced activity of emotional-evaluative words and expressions (the color of these expressions is due to the fact that they are perceived only as elements of a certain type of slang, and therefore do not spread among the spoken vocabulary);
4. fullness of lexical meaning.

Anglicism as a term is presented as borrowing from the English vocabulary. Russian language began to use anglicisms from the beginning of the 19th century, but their spread in our vocabulary was weak until the 1990s, when there was a General borrowing of words without corresponding concepts-in computer terminology (Schroeder, overhead,) and business vocabulary (default, marketing), and the replacement of Russian words with English to give the word and expression a positive or negative meaning (beer — pub, murderer — killer).

The following conditions are required for a word to enter the system of the borrowing language such as transfer of a foreign word phonetically and grammatically by means of the borrowing language; correlating words with grammatical classes and categories of the borrowing language; phonetic and grammatical development of a foreign word; word formation activity of the word; semantic development, namely, definiteness of meaning, differentiation of meanings and their shades between words and borrowings that existed in the language; regular use in speech. However, some conditions are optional, such as the phonetic and grammatical association of a word and its word-forming activity [2].

There are a large number of areas of society where the spread of English language borrowings has found its place. Thus, the increase in the mass media, the growth of their popularity, in particular, television has led to the emergence of such words in the speech of Russian speaking youth: DJ, face control, stylist, loser, talk show.

The Internet is the most popular area of communication for the use of borrowings. When communicating, the younger generation uses a large number of borrowings in their speech, which are generally understood only by a certain group of people. Thus arose the words such as fake, spam, online etc.

Various sports events also do not do without the use of borrowings that have already become common among all ages (referee, time, powerlifting, bodybuilding, fitness, match). Borrowing from the English language spread to all spheres of life of modern youth. The field of study is represented by the following lexemes such as name of teachers: ticher (from the English "teacher") - teacher; names of subjects and disciplines: English (from English "English") – English; various time periods, schedule elements: term – from English "term") - semester, holiday (from English "holiday"); names of various control measures and concepts related to them: tail (from the English "tail") – an exam or test that was not completed on time, exams (from the English "exams") – exams, testing (from the English "test") – testing, control or verification work.

The rapid development of new technologies affects many processes in the language and, of course, does not ignore the vocabulary. This is a promising area for creating a special terminology system, which is characterized by a large number of technical and professional skills. There are many computer terms, previously known only to narrow specialists. Now they have become relevant for a very wide range of computer users. As a result, there is a rich specific group language – slang, which is spoken by computer users and computer specialists.

The ways and means that contribute to the formation of computer slang are very diverse, but, first of all, they all come down to adapting the English word to Russian grammar system and making it possible to use it in speech. The main methods of slang vocabulary formation are:

1. Full borrowing. This is a way in which the entire word is embedded. It includes pronunciation, spelling, and meaning, while taking into account phonetic laws. This method is the result of the fact that most of the software functions in English: upgrade (verb: upgrade) (derived from the English word “upgrade”, which means “quality improvement”) - increase system performance by replacing modules or adding additional elements; bug (from the English “bug” - bug) - an error (failure) in the program. This term implies a flaw in a computer program that leads to undesirable or unexpected actions, or does not allow it to run at all; ban (from the English “ban” - ban) - temporary ban for the user to send messages. Used in forums or chats.

2. Borrowing is the basics of the method that changes the English word to match the grammar of the Russian language. For example, nouns can purchase case endings (application - program). Using this method verbs and whole groups of words of the same root are formed according to word formation models of the Russian language: ignoring (from the English “ignore” - ignore) - ignore, do not pay attention; like (from the English “like” - like) - rate, rate, say / say what you like; logoff (from the English “log off” - exit) - leave the Internet resource, turn it off.

3. Translation, which is based on the understanding that there are many words in Russian computer slang that are not entirely borrowed from English. Very often,

slang vocabulary is formed by translating a professional term (windows). It is not uncommon for the process of associative thinking to be activated: disk – a pancake; guest book - guest book; life journal-live magazine; Thumbs. Db - thumbs - the name of the file “Thumbs. Db”, formed when viewing images in Windows.

4. Phonetic mimicry – a method based on the coincidence of semantically dissimilar common words and English computer terms: baton (from the English “button” - button) - a button on the keyboard; burnt wood-Corel Draw program; jumper – from the English “jumper” - connector) - connecting wire; Egor – from the English “error” - error) - a failure in the program; Emelya (from the English “e-mail” - e-mail).

It can be concluded that computer slang in most cases represents English borrowings or phonetic associations. Full translation of computer lexical units is less common, under the influence of the wild imagination of computer specialists or ordinary users. The use of slang directly depends on the environment and the relationship between the participants in the dialogue or conversation, and the vast majority of young people are very active in using slang vocabulary in conversation, both in a friendly environment and in a family circle.

A large number of English slang units are used by young people in the sphere of everyday life. This can be explained by the fact that a considerable number of goods are imported and these items have no analogues in the Russian language. But, of course, the growing need for English in the modern world has played a role.

So, considering the lexical units related to the sphere of everyday life, you can see that almost all the names of clothing and accessories are borrowings from classical English. If we take the names of clothing as a basis, the following lexemes will be the most interesting: bomber (from the English “bomber”) - a short jacket with elastic bands on the sleeves and at the bottom edge; bots (from the English “boot”) - shoes; leggings (from the English “leggings”) - tight pants for women. Considering the accessories you can distinguish the following slangisms: bracelet – from the English “bracelet”) - a bracelet; clutch (from the English “clutch bag”)- a small envelope bag.

After analyzing all the above information, we can conclude that for modern youth slang is a kind of outlet, a means of self-expression. In a large number of cases, it is necessary for a brief explanation of one's thoughts or for naming phenomena or objects. If we do not take into account that English words that penetrate the Russian language are an inevitable phenomenon that characterizes various processes (economic, political, social, scientific) that occur in society, we should remember that by introducing foreign words into our speech, we need to preserve our identity, including in the language.

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