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# **MULTIDISCIPLINARY ACADEMIC RESEARCH, INNOVATION AND RESULTS**

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# MULTIDISCIPLINARY ACADEMIC RESEARCH, INNOVATION AND RESULTS

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## ENGLISH BORROWINGS IN MODERN UKRAINIAN LANGUAGE

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The problem of English borrowings has recently gained considerable popularity in Ukrainian and world linguistics and journalism [2; 3; 4]. If some scholars consider English borrowed words to be a fairly natural linguistic phenomenon, emphasizing that they are "an integral part of the vocabulary of any language. They penetrate into various areas of language use and have certain advantages. In particular, they concisely denote new special concepts, ensure the same perception of them, free native speakers from the "torments" of word formation and nomination" [3], while others, on the contrary, see this as a negative feature for the development of the Ukrainian language, a tribute to fashion, etc.: "The use of Anglo-American barbarism is a negative phenomenon of the modern period. In English, all these names are based on semantics understood by native English speakers. Getting into the Ukrainian word usage, borrowed names have absolutely no internal form for native speakers of the Ukrainian language" [3].

English words have been penetrating the Ukrainian language since the 19th century through the mediation of Polish, German, Russian. Since the second half of the XX century, the number of English words in the Ukrainian language has increased due to the process of direct borrowing, for example: business, image, marketing, producer, summit, service, speaker, etc. As we know, borrowings from the English language are characterized by the following sound combinations: -j-: javelin, gentleman, jumper, joker; -oi-, -ei-: life hack, hockey; suffix -ing: dumping, coaching, tubing.

According to some researchers [1], the English language will hold its position for at least another half century. It is currently owned by about two billion people. Mostly English-speaking countries are advanced in science, technology and cultural development, so most of the borrowings for different languages that come from English. The Ukrainian language also does not stand aside from these processes. Recently, the dictionary of the Ukrainian language has been increasingly enriched with lexical borrowings from English. The use of English words is most pronounced in everyday life, especially in the media, the Internet and youth's speech.

New processes in the modern Ukrainian lexical and semantic system, caused by the emergence of a significant number of borrowings, require a thorough study of their adaptation, features of use and functioning in modern Ukrainian, as well as studying their impact on phonetic, lexical and morphological levels. Beyond doubt that the development of borrowings takes place at different levels of the language system, among which lexical-semantic and word-forming are the highest degrees of

assimilation of lexical borrowings, and graphic, phonetic and morpheme learning are their basis.

In our research we aim to investigate how exactly the English borrowings differ from the borrowings from other languages and what communicative functions they have. In addition, we will try to find out the impact of English on the modern Ukrainian communicative space, and determine whether it is possible and appropriate to replace them specifically with Ukrainian words without significantly changing the context. In our study we use descriptive and analytical methods with elements of statistical and comparative analysis. We follow a synchronic approach to the study of new borrowings from English to Ukrainian, supplementing it with a diachronic comparison with the previous stages of learning foreign language vocabulary.

In modern communication, new foreign words repeated in the media are assimilated by speakers faster than in previous periods and move to the category of borrowed and later mastered. In the course of nominative activity, i.e. naming new realities taken from the English language on the basis of English, the language is synchronized at its nominative-lexical level with the conceptual picture [4]. Assimilation of borrowings, thus, occurs at many levels of the language system, in particular, at higher – lexical-semantic and word-formation, as well as at the levels that are graphic, phonetic and morpheme basis for their adaptation.

In the late twentieth - early twentieth century. Ukrainian-English language contacts intensified, which resulted in a significant number of borrowings in various fields: in economics (fundraising, buyer, lot); in the socio-political sphere (applicant, ombudsman, newsmakers, speechwriter); in means of communication, computers (roaming, banner, e-mail, online); in science, culture, education (edition, performance, college, gender), in particular in the youth subculture (DJ, rave culture, chill-out), in mass culture (thriller, blockbuster, happy end); in sports (streetball, mountain boarding, skating); in everyday life (flips, hot dogs, stapler); in the media (copywriter, interviewer); in advertising (slogan, big board, publicity); in design (styling), etc. [1].

In general, the role of the English language component in Ukraine can be both positive and negative, in both cases, however, its nature will not be linguistic, but political. We follow a descriptive rather than a prescriptive orientation towards linguistic data. If the phenomenon is "systematic, it indicates the evolution of language, not the bad intentions or mistakes of speakers" [2]. The task of the philologist is to observe, study and interpret such phenomena, and not to assess or try to "correct" the language situation to their liking. After all, it is quite probable that in modern conditions, in the current international political situation, in the conditions of war and closer cooperation with foreign partners – representatives of the English-speaking world, elements of English will penetrate more densely and actively both into media speech and language science and education, as well as everyday communication, which will certainly be an interesting ground for further linguistic and sociolinguistic studies.

Obviously, this is due to many non-verbal factors, objective and subjective: the revival of cultural ties, fashion for foreign words, the development of economic relations, the influence of American lifestyle, the achievements of English-speaking countries in certain fields, the prestige of English, some stereotypes about the US and UK ordinary citizens, the use of English to demonstrate education or originality, as

well as internal language need: the need for names for new subjects, processes, concept (pager, hacker, paintball, modem), the desire for language economy (label – a sign with a trademark, chill-out – a place to relax in dance halls), the need to replenish expressive means (oops, okay), to clarify, detail the concept (high-tech company, web designer), division spheres of semantic influence (badge – identity card at conferences, forums, renting – short-term car rental, realtor – a real estate agent) [1] etc.

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