

- тактильные ощущения и обоняние: 1) *Warm, sensual smell. Shakira toilet water*; 2) *The smell of coolness. MASAKI toilet water*;
- зрение и обоняние: 1) *Sparkling, transparent and attractive smell. Toilet water Carolina Herrera*;
- слух и обоняние: 1) *Fruity notes of nectarine and pear blend into Turkish rose and jasmine. LANCOM*.

Таким образом, перцептивная лексика, представленная зрительным, вкусовым, тактильным, обонятельным и слуховым модусами чувственного восприятия, играет особую роль в процессе эмоционального воздействия в англоязычном рекламном тексте. Наиболее употребимым модусом перцептивной лексики является визуальная лексика, которая передаёт зрительную информацию как о предмете в целом, так и об отдельных его перцептивных признаках. Чуть менее используемым разрядом лексики чувственного восприятия является лексика тактильного модуса, поскольку это значимый фактор в оценке покупателем утилитарных и эстетических свойств рекламируемого товара, что обуславливает его выбор при покупке. Далее по степени убывания следуют группы обонятельной, вкусовой и слуховой лексики. Помимо этого, нетрадиционное соединение в рекламном тексте нескольких модальностей придаёт ему особую экспрессию, что значительно повышает степень воздействия на потенциального потребителя.



Литература

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ANALYZING THE WAYS IN WHICH ANGLISMS PENETRATE THE RUSSIAN LANGUAGE

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Abstract. The research is dedicated to identifying modern English borrowings in the Russian language as well as analyzing their usage traits. It also defines such ideas as “a term”, “a borrowed word”, “a lexical unit”. The research determines the reasons for borrowing the English terms by the Russian language. The research enumerates the human activity areas for using the borrowings from the English

language. It compares the ways in which the borrowed words are pronounced in both the English and Russian languages.

Keywords: anglicism; borrowed word; English language; lexical unit; Russian language.

The topic relevance. Firstly, there has been the noticeable trend of the Russian language replenishment with the terms borrowed from the English language. Foreign language terms have penetrated into all spheres of life. Therefore, our topic is relevant, as firstly, it deals with several sciences including not only linguistics but also a lot of other sciences and arts in which the English terms have managed to penetrate. The former comprises such areas as both lexicology and phonetics. Secondly, the topic is undoubtedly relevant due to the list of the English terms having been expanded as well as used in the Russian speech. Developing, every natural language borrows the terms from other languages. Having been put in other words, this idea means that the borrowing process results from the relationship occurring between both people and states. The foreign language introduction into our everyday life is becoming more and more evident with the development of communication means as well as the information storage, spreading and processing. Therefore, our interest to anglicisms is due to the fact that they have been found to exist as well as develop in various fields of science, technology and culture [1]. All modern scientific disciplines use English terms. As most technologies come from abroad, the terms used in order to denote the concepts come from foreign countries as well. Having been born abroad, cultural trends also find the terms to be entitled from the English language. There are a lot of linguists who are interested in the place that anglicisms take in the Russian language. We can mention such names as L. P. Krysin, I. O. Naumov, I. G. Averyanova, U. G. Kostomarov among them. Thirdly, anglicism is known as the word or the construction borrowed from the English language or coined according to the English language sample [2]. As a result, it is relevant to speak about lexical units as they can be considered as the foundation of any professional English language, as they enable to distinguish one science contents from another one.

The research aim and tasks. The research aim is to identify modern English borrowings in the Russian language as well as analyze their usage traits. Our first research task is to define such words as “a term”, “a borrowed word”, “a lexical unit”. The second objective is to determine the reasons for borrowing the English terms by the Russian language. The third task is to determine the reasons for borrowing the English terms by the Russian language. The fourth objective is to analyze both advantages and disadvantages of borrowing. The fifth task is to enumerate the human activity areas for using the borrowings from the English language. The sixth objective is to compare the ways in which the borrowed words are pronounced in both the English and Russian languages.

The research subject, object and study area. The research subject are the terms borrowed from the English language. A term means the word that is special for some particular scientific area. The research object is the English-origin lexical units. The research area is the Russian- language vocabulary.

The topic background. Anglicisms or linguistic borrowings began to occur in the Russian language some centuries ago, when diplomatic, economic and political relations started to be established between Russia and England. This process took place between the 18th and 19th centuries.

The research theoretical part outcomes. There are several reasons explaining why the borrowing from other languages take root so rapidly in Russian. According to L. P. Krysin, the reasons for borrowing scientific terms can be divided into two groups – concerning foreign languages as well as the one explaining intra-linguistic regularities. According to the former, borrowings are associated with the processes occurring outside the language, including political, cultural, economic ones. According to the latter, borrowings are related to the processes occurring in the language: changes in vocabulary, emerging both new concepts and knowledge areas. We have also managed to identify six actual reasons for the anglicism appearance.

The first reason is there is no word for a new process or concept in the Russian language. As the changes in either politics or economics sometimes take place at a rapid rate, there is simply no time in order to come up with new designations. This was the way in which some terms as “summit”, “impeachment”, “default” and “investor” appeared. The second reason is that a Russian word either does not reflect the meaning or does it incompletely. For example, there are several terms that mean the person who had killed another one in the English language. And there is only one term used in the Russian language for all the meanings. As a result, the term “a killer” meaning “the person who executes murdering orders for money” is used in the Russian language. The third reason can be characterized as “youth and trends”. Slang is termed as a number of words or new meanings for the existing words used in different social groups, one of them being young people. We think the main reason for that to be of psychological origin, as most young people use slang as the means of self-expression, differing them from others. The fourth reason is that borrowings let us shorten long Russian phrases, as the English language units are more compact than the Russian language ones. This language borrowing are of great importance in business, where people and companies make money. There is the proverb “Time is money” illustrating this idea. The fifth reason is the requirement to specialize concepts in a particular field. For example, a merchandiser means the specialist representing some trading company. Scrapbooking means the type of needlework specializing in family and personal photo album production. The sixth reason is the need to coin the term consisting of one word and not of a word-combination. The examples can include such terms as “hayter” meaning a fierce opponent, “immobilizer” denoting a car alarm.

The research problem. Language borrowings are due to life changes. However, the research problem is these changes are happening so fast now that we don't have time to get used to them.

The research practical part outcomes. We have also conducted the survey dedicated to the students awareness of the term “anglicism” and the ways young people use them. Over 45 students of the Russian State Agrarian University – Moscow Timiryazev Agricultural Academy participated in our questionnaire.

Table 1 – The anglicism term comprehension by students

Understanding the term	A number of respondents (%)
+	89.5
-	10.5

Most students have not only heard the term “an anglicism”, but know its meaning (see table 1).

Table 2 – Comparing the frequency degree in using anglicisms by young people

The degree	A number of respondents (%)
Regularly	39.5
Not too often	42.1
Rarely	10.5
Never	7.9

Most students use anglicisms in their speech (see table 2). However there are more young people that do not use anglicisms very often than those who do it regularly. And a number of students using anglicisms rarely is higher than a number of those who never use them. We believe this trend to be due to the fact that being more progressive than middle-aged as well as elderly people, young people are more capable of being adapted to life changes.

Table 3 – comparative analysis for the spheres containing the most commonly used anglicisms

The sphere	The usage frequency amount (%)
Music	34.2
Information technologies	28.9
Business	23.7
Science	13.2

Anglicisms are more common in music and less common in science (see table 3).

The research conclusion. Languages are certain to be extremely flexible systems. Moreover, they have become even more flexible with the Internet development. As a result, borrowing words from other languages is a natural process. We can conclude that borrowing words from English into Russian is intensifying nowadays. On the one hand, this process is inevitable, but on the other hand,

the language cultural basis ought to be preserved. Therefore, Anglicisms must meet the following requirements: all loanwords should be necessary, provided it is impossible to do without them in Russian; foreign-language words are to be used correctly and exactly in the meaning that they have got in the language source; their meanings should be clear to those who use them.

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ЭВОЛЮЦИЯ СТЕПЕНЕЙ СРАВНЕНИЯ ПРИЛАГАТЕЛЬНЫХ В АНГЛИЙСКОМ ЯЗЫКЕ

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Аннотация. В статье рассмотрены исторические изменения грамматической категории степеней сравнения имени прилагательного в современном английском языке. В результате определённых преобразований в сторону упрощения и унификации системы языка английское прилагательное растеряло все свои исторически сложившиеся грамматические категории (род, число, падеж) за исключением категории сравнения.

Ключевые слова: имя прилагательное; степени сравнения прилагательных; супплетивизм; суффиксация.

Язык, как особое общественное явление, развивается по определённым законам, которые являются характерными только для него и называются внутренними законами его развития. Понимание законов развития языка способствует развитию диалектического взгляда на язык, научному осмыслению норм определённого языка. В связи с этим каждое явление языка необходимо рассматривать как известный результат длительного исторического развития, как итог целого ряда превращений, имевших место в течение более или менее длительных промежутков времени.

История английского языка покрывает достаточно протяжённый период времени. Чтобы сделать изучение исторического развития языка удобным,