



CURRENT ENGLISH LOANWORDS IN THE COMMUNICATIVE PRACTICE OF YOUTH SUBCULTURE

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Abstract

The article addresses a pressing linguistic issue – the borrowing of foreign language concepts in the context of youth speech practices. In the era of the Internet's active functioning and the growing influence of mass media (television programs, glossy magazines, blogs), there is an intensive influx of foreign lexical units, particularly Anglicisms, into the Russian language. Special attention is given to the reasons for using borrowed words despite the availability of synonymous expressions in Russian, as well as to the mechanisms of their consolidation and development in everyday communication. The article examines the semantic features of Anglicisms, their transformation, and the processes of adaptation within the Russian-speaking environment. The article also presents the results of a sociolinguistic study conducted among university students, which revealed the degree of prevalence of foreign words in their speech and helped identify the most common, rare, and controversial borrowings. In addition, the study analyzes possible reasons behind the choice of certain terms and explores options for replacing them with Russian lexical equivalents.

Keywords: Lexical borrowings, Anglicisms, foreign language concepts, youth language, slang.



**АКТУАЛЬНЫЕ АНГЛОЯЗЫЧНЫЕ ЗАИМСТВОВАНИЯ В
КОММУНИКАТИВНОЙ ПРАКТИКЕ МОЛОДЕЖНОЙ
СУБКУЛЬТУРЫ**

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Аннотация

Статья посвящена актуальной лингвистической проблеме заимствования иноязычных концептов в контексте молодежной речевой практики. В условиях активного функционирования Интернета и увеличения влияния средств массовой информации (телевизионные передачи, гляцевые журналы, блоги) наблюдается интенсивное проникновение иноязычных лексических единиц, в частности англицизмов, в русский язык. Особое внимание уделяется причинам употребления заимствованных слов, несмотря на наличие синонимичных единиц в русском языке, а также механизмам их закрепления и развития в повседневной коммуникации. Рассматриваются семантические особенности англицизмов, их трансформация и адаптационные процессы в русскоязычной среде. Приведены результаты социолингвистического исследования, проведенного среди студентов, которое позволило выявить степень распространенности иностранных слов в их речи, а также определить наиболее частотные, редкие и вызывающие споры заимствования. Кроме того, анализируются возможные причины выбора тех или иных слов и рассматриваются варианты их замены на лексические средства русского языка.

Ключевые слова: лексические заимствования, англицизмы, иноязычные концепты, молодежный язык, жаргон.



In modern linguistics, special attention is paid to the study of lexical borrowings as a manifestation of interlingual interaction. The relevance of this topic is due to the intensification of language contacts formed under the influence of not only historical and cultural factors but also the growing impact of mass media. Issues of borrowing are actively studied by both Russian and foreign researchers, including linguists such as V.I. Karasik, N.F. Alefirenko, E.S. Kubryakova, and others.

Lexical borrowings often accompany the processes of perception and assimilation of foreign-language concepts that denote the realities of another linguoculture and have no exact equivalents in the native language (e.g., *toreador*, *wigwam*), or those emerging as a result of scientific and technological progress (e.g., *computer*, *scanner*). In this context, a concept is understood as a mental unit that arises in the process of comprehending new information and reflects accumulated experience and knowledge, contributing to the formation of neologisms that denote new realities.

However, particular interest lies in the phenomenon of borrowing lexemes that denote notions already having equivalents in the Russian language. This phenomenon indicates not so much a lexical necessity as a change in the sociocultural and communicative attitudes of native speakers.

In this regard, the typology of English-language neologisms that have penetrated the Russian language, proposed by V.I. Karasik, is of interest. The researcher identifies the following groups:

- Zero (empty) concepts, functioning mainly as elements of slang or barbarisms without stable semantic content;
- Quasi-concepts, reflecting the realities of another culture, such as the names of technical devices and office equipment;
- Parasitic concepts – lexical units duplicating existing notions in the language, but introduced for stylistic or social emphasis;
- Foreign concepts, representing values and categories that have no equivalent in the native culture and linguistic consciousness.

In recent years, a layer of vocabulary has been actively forming in the Russian language to denote familiar phenomena, yet presented in an English-language form. Such borrowings, according to this classification, can be primarily



attributed to zero and parasitic concepts. For example, in everyday speech, expressions like “after shopping go to a café, order meatballs and pasta, and for dessert – a cupcake” are becoming more frequent. At the same time, one can go online, continue online shopping, log into Instagram, check in, and post a selfie showcasing a fashion look to one’s friends. Such linguistic practices illustrate not only the trend toward superficial Anglicization of the lexicon but also certain shifts in the stylistic preferences of the youth audience.

After being borrowed into the Russian language, English lexemes undergo several stages of adaptation. At the initial stage, they function in speech in their original graphic and grammatical forms, for example: freelance, like, fashion. Over time, these units undergo graphic adaptation, taking on a transcribed form in accordance with Russian orthographic norms: фриланс, лайк, фэшн. At the next stage, grammatical integration of borrowings into the Russian language system occurs: derivative words and word forms are created that conform to the rules of Russian morphology and syntax. As a result, forms such as заниматься фрилансом, лайкнуть, облайкать, фэшенбельный, and others appear, indicating a deep level of assimilation of foreign elements into the structure of the Russian language.

For this study, a survey was conducted among 60 students of the Department of Methods of Teaching Russian Language and Literature at Chirchik State Pedagogical University. As part of the survey, they were asked the following questions:

- What English borrowings that have become popular in the last 5–7 years are you familiar with?
- Which of these borrowings do you consider appropriate, necessary, or useful?
- Which ones, in your opinion, are redundant, irritating, or unjustified?
- Could you suggest Russian equivalents for the concepts expressed by these borrowings?

Based on the analysis of the collected questionnaires, a list of 177 lexical units actively used in recent years was compiled. Among them, the most frequently mentioned words were:



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- стартап (startup),
 - фрилансер (freelancer),
 - селфи (selfie),
 - фейк (fake),
 - спойлер (spoiler),
 - флэшмоб (flash mob),
 - прайваси (privacy),
 - гуглить / загуглить (to google),
 - колл-центр (call center),
 - вип (VIP),
 - дресс-код (dress code).

These lexemes are characterized by a high degree of prevalence among young people and reflect the ongoing process of Anglicization of the modern Russian lexical stock. At the same time, respondents demonstrated both a positive attitude toward certain borrowings (due to their brevity, novelty, and precision) and a critical perception of others, which were seen as unnecessary or violating the norms of Russian language tradition.

- Flash drive
- Shopping
- Online / offline
- Laptop
- Talk show
- Weekend
- Webcam
- Peeling
- Lifting
- Single
- Manager
- Promoter
- PR
- Showroom
- Coach
- Track



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- Sweatshirt
 - Smoothie
 - Look
 - Respect

As a result of the survey, it was found that students generally demonstrate a neutral attitude toward borrowed vocabulary, although some elements are perceived as inappropriate. Borrowings that fall into three main categories are most positively received: terms in the field of computer technology, names of professions, and youth slang that either lacks exact Russian equivalents or requires extensive explanation.

Of particular interest is the fact that, despite acknowledging the usefulness of borrowings related to the professional sphere, this very category often causes irritation. According to the respondents, such words give professions a more prestigious sound: for example, “security” is perceived as a more status-laden term than “guard,” and “cleaning company manager” sounds more appealing than “janitor.” Nevertheless, students express a critical attitude toward the trend of replacing existing Russian words with borrowed analogues solely for their euphony.

Language, as a living and dynamic system, is constantly evolving, including through borrowings. This process is natural and inevitable, and attempts to stop it appear unjustified. Terms from the field of information technology, names of dance moves, salon procedures, and elements of internet slang have firmly taken root in everyday speech. Undoubtedly, borrowings are often necessary to denote new realities, especially in the professional sphere. However, it seems reasonable to limit the use of foreign words that have precise equivalents in Russian and are introduced into speech merely for the sake of fashion or prestige. It is important to note that in many cases, users of such borrowings do not always understand their true meaning, especially when it comes to non-normative vocabulary.

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