

**ADAPTATION OF CONTEMPORARY BORROWINGS
FROM ENGLISH AND SPANISH IN MASS MEDIA TEXTS
ABOUT FASHION IN RUSSIAN**

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Abstract. Common to all borrowing processes is the interaction between cultures, economic, political, cultural and everyday contacts between nations speaking different languages. The contacts may be in the nature of mutual influence or unilateral influence; have a peaceful nature or act in the form of confrontation and even military clashes. It is significant that no culture developed in isolation, that any national culture is the fruit of both internal development and complex interaction with the cultures of other nations.

New words flowed into the Russian language from other languages as a result of the economic, political and cultural ties of the Russian people with other peoples, as a result of introducing realities in the life of the Russian people that are new to Russia, but already have names in other languages.

The topicality of this topic is the lack of research papers devoted to the comparative analysis of borrowings from the English and Spanish languages in journalistic articles about fashion in Russian. The fact that the influx of borrowing into the Russian language has increased especially in the 90s of the 20th century. It is connected with changes in the sphere of political life, economy, culture and moral orientation of the society. There is an unprecedented influx of foreign language vocabulary in all areas. The linguistic phenomenon "borrowed words" are constantly under the scrutiny of linguists. In particular, Arapova (2000), Aristova (1978), Belyaev (1984), Bondarets (2008), Breiter (1997), Maksimova (1998), Marinova (2008, 2012), Senko (2012), Sorokin (1965) and others were engaged in studying the borrowing process. Despite the constant attention to the problem of borrowing in science there are many unresolved issues. In the past decade, the influx of foreign words related to fashion has increased in the Russian language, for example: the usual sweater has become known as a sweatshirt, and shoes as loafers. This area of borrowing is still not studied.

The objective of this work is to study the role and place of borrowed words from the English and Spanish languages in modern journalistic articles about fashion in Russian.

As a *theoretical basis*, the works were chosen: T.V. Matveyeva, L.L. Kasatkin, L.P. Krysin, M.R. Lvov, T.G. Terekhova, V.M. Pankin, A.V. Filipov, V.N. Yartseva, I.V. Arnold, E.V. Klementeva, A.V. Kalinin, N.S. Valgina etc.

The *experimental basis* was served by journalistic articles about fashion by Evelina Hromchenco from magazines: Hello, Vogue Russia, Oops, Elle girl, Tatler, 7days.ru and etc.

During conduction of the presented study were used general *scientific methods*: analysis, description scientific, comparative scientific method, the scientific method of synthesis.

The second part of the article is a practical part, in which a comparative analysis of English and Spanish borrowings is based on journalistic articles about fashion by Evelina Hromchenco. It describes how the words came into Russian and how their pronunciation, spelling and meaning changed. It was found about 70% of borrowings were adapted semantically, meaning the national element of clothing, which was absent before in Russian culture. Furthermore, 20% of words are adapted to the grammatical way, with a change in the kind of word. Speaking about the phonetic method, only 10% of the words were adopted by this method. The main difference is the change in stress, as in Spanish there are strict rules for putting stress, which is in most cases difficult to pronounce for Russian speakers.

Keywords: borrowings; assimilation; adaptation; mass media texts

Introduction

Language is undoubtedly the most important of the means of human interpersonal communication. Any language is inextricably linked with thinking, which defines it from the standpoint of a universal mechanism that controls human behavior. Language belongs to those social phenomena that operate throughout the existence of human society.

The vocabulary of the modern Russian language has come a long way of becoming. Our vocabulary consists not only of native Russian words, but also of words borrowed from other languages. Foreign sources replenished and enriched the Russian language throughout the entire process of its historical development. Some borrowings were made back in antiquity, others relatively recently.

Borrowing is the transition of units of one language to another as a result of the interaction of peoples and languages, as well as the unit itself that is included in the Russian language as a result of such a transition (*Matveeva T.V., 2010: 107*).

Borrowing words is a natural and necessary process of language development. Borrowing enriches the language and usually does not harm

its originality at all, since it maintains its main vocabulary, in addition, the grammatical structure of the language remains unchanged, and the internal laws of language development are not violated.

The reasons for foreign language borrowing can be external (non-linguistic) and intra-language.

The main external reason is close political, trade, economic, industrial and cultural ties between peoples who are native speakers. The most typical form of influence caused by such connections is the borrowing of a word along with the borrowing of a thing or a concept. For example, with the advent of such realities as a “автомобиль”, “конвейер”, “радио”, “кино”, “телевизор”, “лазер” and others the Russian language also included their names. Most borrowings are associated with the development of science, technology, culture, economics, and industrial relations (Findra J., 2004: 232).

Intra-language reasons for borrowing are partly related to external ones. Thus, the socially conditioned need for specialization of concepts is supported by the tendency inherent in language to ever greater differentiation of language means within the meaning. As a result of this tendency, the value expressed by the Russian word can be split into two: one is indicated by the Russian name, and the second is assigned to a foreign language, borrowed word (Volodina M.N., 2003: 11–39). Another intralingual reason for borrowing, typical of most languages and in particular Russian, is the tendency to replace the descriptive, not one-word name with a single word. Therefore, it is often the case that a foreign language word is preferred to the original descriptive turn if both of them serve to name the same undifferentiated concept. This phenomenon is called speech economy.

Depending on the type of contacts, a foreign word from a donor language into a recipient language can occur in different ways:

1. Through the speech communication of neighboring peoples.
2. Through distant contacts due to the exchange of cultural values, import of foreign goods.
3. Through books and translations.

Adaptation of foreign words in a borrowing language is a process, as a result of which words coming from another language acquire features characteristic of the norms of the recipient language.

There is a number of ways how to adapt borrowings in the language, consider the most common:

- the lexical way of adaptation
- the phonetic method of adaptation
- the grammatical method of adaptation

- the word-formation method of adaptation

In Russia, global changes in the field of language culture at the turn of the century and at the beginning of the 21st century are influenced by socio-economic, cultural, and political issues.

It is well known that every historical epoch has its own ideal of human dignity and the beauty of speech.

The modern ideal of human dignity and the beauty of speech is shaped by the vigilant influence of the media, jargon, concessions to colloquial usage, and this phenomenon fundamentally distinguishes the age of information technology from past times when extralinguistic factors could not have such a powerful influence on the state of the language.

Clarity and clarity of speech depend on the correct use of foreign words in it. In recent years, the problem of the use of foreign words has become particularly topical for Russian citizens. This is due to the fact that along with imported items, scientific, political and economic technologies, a stream of borrowings rushed into the country, which are often not understood by most people (Robert McColl Millar, 2015: 391).

That is why in modern linguistics, research in the field of foreign language vocabulary remains relevant.

Objective / Purpose of the study

The object of this work is modern borrowing from English and Spanish in modern Russian (on the material of journalistic articles about fashion by Evelina Hromchenko). At the end of the 20th century, an active process of borrowing foreign words in the field of fashion began. A large number of words were borrowed in these areas: a piece of clothing, a piece of accessories, shoes, style, material, a subject of decorative cosmetics, the name of a cosmetic service, adjectives. This phenomenon can be traced to the present, more and more words appear in the Russian language. For example, ugly boots, casual style, underground, hip-hop style, eye-liner, lifting, botox, balero, sombrero and etc.

The following tasks:

- to consider borrowing as a linguistic phenomenon;
- to identify the causes of foreign borrowing in the Russian language;
- to identify the main ways to adapt borrowings in the language;
- to analyze journalistic articles about fashion in English and Spanish for borrowing Russian words from English and Spanish;
- to draw conclusions based on the study.

Methodology

During conduction of the presented study were used as general scientific methods.

1. While preparing the theoretical part was used the scientific method "analysis". Thus, scientific, both domestic and foreign literature was analyzed on the subject of borrowing, methods of borrowing and adapting these words.
2. The description scientific method. This paper describes various ways of borrowing and adapting English and Spanish borrowings in Russian. Each borrowed word has an individual description of the structure, grammatical, lexical or phonetic changes.
3. Comparative scientific method. After describing how to adapt and borrow a foreign word, a comparison was made of Anglicisms and Hispanisms in Russian publicist articles on fashion. The comparison took place on the basis of several articles from various journals each written by the same author.
4. Measuring scientific method - after describing the methods of adaptation and borrowing of foreign words, a detailed description, the results were analyzed in quantitative and percentage ratios on various grounds.
5. Using the scientific method "synthesis" the results of this work were collected, which are given in the conclusion.

Results

The conducted research and the results obtained let us understand that English and Spanish have had a great influence on the spread of foreign words in the fashion world in Russian. In modern journalistic articles on fashion in Russian, there is a large number of borrowed words of different parts of speech from English and Spanish. There are external as well as intra-language reasons for borrowing new words. Most widespread ways to borrow new words are loan-translation, hybrids, transliteration and transcription. Borrowing words can be adapted lexically, phonetically and grammatically.

The empirical part of the thesis introduces the result of analysis of the journalistic articles about the fashion by Evelina Khromchenko. The result is that the number of English borrowings exceeds the number of Spanish. In such spheres such as cosmetic services, the name of cosmetic services, as well as adjectives that describe the appearance of a person borrowed words are most common. Some words appeared relatively recently in 2015. After analyzing 68 borrowings from English and Spanish in modern Russian publicist articles on fashion, we can conclude that 60 nouns from various fashionable spheres were borrowed from English, 1 adjective. From the Spanish language was borrowed 7 nouns, meaning elements of clothing, and 1 adjective. Experiments revealed findings that, about 60% of borrowings are adapted in a phonetic way, since in Russian there are no such concepts as diphthongs, triphthongs, open and closed syllables, interdental, nasal

sounds. The borrowed word from English “праймер” (eng. primer) is used in the cosmetic sphere of life, meaning the primary basis for makeup. The English word "праймер" comes from "prime" - primary. Diphthong [ai], indicated in English by one letter “i”, is pronounced in Russian by two vowels “ai”. However, the sound of this diphthong is not similar to the Russian "ai". The first part is pronounced more openly than the sound “a”, closer to [æ]. The tongue is pressed to the teeth of the lower jaw, and should lower as low as possible. The jaw from the lowered position rises in the process of transition from the core to the additional sound [i] in a similar pair is short, the body of the tongue is raised to the hard palate, pressed against the teeth. The sound is short sliding, pronounced similar to [ë]. In the native pronunciation, the word “r” at the end of the word in combination with the vowel “e” loses its sonorous pronunciation when it is clearly and loudly pronounced in Russian (Metcalf, A., 2002: 202).

In the same way approximately 30% of borrowed words from the English language are adapted grammatically (угги (eng. ugg); кафа (eng. cuff), the change in gender is the most common. The word “кафа” (eng. cuff) means an unusual decoration on the ear, made of precious metals or not. With the advent of the Russian language, this word has found the end of the feminine gender, the singular "A". The ending is a morpheme which usually stands at the end of a word and which indicates the connection of the given word with other words. The ending expresses the values of gender, number, case, person.

And only 10% of words are adapted in a lexical (фэшн (eng. fashion); андерграунд (eng. underground); лакшери (eng. luxury) way, in most cases they are adjectives.

Speaking about Spanish borrowings in Russian journalistic articles on fashion, it can be noted that most of the words were borrowed in the middle of the 20th century. As a result, 70% of borrowings were adapted lexically (сомbrero (spn. el sombrero); балеро (spn. el balero), meaning the national element of clothing, which was absent before in Russian culture. The word “балеро” (spn. el balero) comes from the Spanish national clothes, traditionally sewn from flax, wool, as well as velvet or satin and worn over a white blouse. This word was adapted in a lexical way, since before this given subject, respectively, the word did not exist. Its writing in Russian completely copies in the language of the donor, so we can conclude that it was borrowed in a transliteration way.

Furthermore, 20% of words are adapted to the grammatical way (лана/ой/ы (spn. la lana) with a change in the kind of word. Speaking about the phonetic method (симпатичный (spn. simpático), only 10% of the words were adopted by this method. The main difference is the change in stress, as

in Spanish there are strict rules for putting stress, in most cases difficult to pronounce for Russian speakers.

Discussion

Discussion on this material, prospects for further development and research in the work are possible. The result of the paper can be used for a diploma paper, for using at scientific conferences and for carrying out related researches. This material will help to continue studying and analyzing ways of borrowing and adopting borrowed words in Russian.

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