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## BORROWINGS IN ENGLISH AS A RESULT OF GLOBAL COMMUNICATION (BASED ON BRITISH PRESS)

**Summary.** *The article is devoted to the study of the borrowings from foreign languages, which are actively used in English as a result of socio-cultural exchange in the context of global communication.*

**Purpose.** *The purpose of the study is to analyze articles in the British media (The BBC News) to determine the specifics of the global communication process taking place in the world with the help of foreign language borrowings that reflect the specific national features of the language they represent.*

**Methods.** *The author uses general scientific methods of philological research, such as observation, generalization, interpretation, classification, as well as contextual analysis as a kind of general philological method, which involves the study of language units in the context.*

**Scientific novelty.** *The study considers the concept of the global communication in various aspects; it is defined that the borrowings are the result of the global communication and appear in English language as a result of information exchange with different cultures, the features of the national characteristics of certain languages; the features of journalistic style in which lexical borrowings are most widely used are analyzed; it is found out that professional terms and specific lexical units, expressive-emotional phrases, emphatic constructions, jargonisms and slangisms are actively used in English-language texts of journalistic style to make the reader understand the text of the article. In the course of the analysis of the articles from The BBC News, six groups of borrowings are identified that reveal the specifics of the political model of the world and are the most common in the analyzed material (borrowings to denote the instruments of power and power structures; borrowings that reflect historical and national features; lexical borrowings to denote persons of certain nationality, ethnic group; borrowings that characterize the socio-economic state of the society; borrowings that symbolize private property, jewelry, commodity-money exchange; borrowings that directly denote the currencies of different countries).*

**Conclusions.** *It is concluded that most of the borrowings refer to the names of socio-political reality and financial sphere of society, which is due to the rapid dynamics of socio-political conditions and living standards around the world at present period. Effective communication in the global space demands taking into account the unique national characteristics and skills of the subjects of communication; anticipating the consequences of their communication in terms of social, national and cultural identity.*

**Key words:** *socio-cultural exchange, informatization, English-language texts of journalistic style, globalization of society, foreign-language lexical units, borrowings.*

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## ЗАПОЗИЧЕННЯ В АНГЛІЙСЬКІЙ МОВІ ЯК РЕЗУЛЬТАТ ГЛОБАЛЬНОЇ КОМУНІКАЦІЇ (НА МАТЕРІАЛІ БРИТАНСЬКОЇ ПРЕСИ)

**Анотація.** Статтю присвячено дослідженню запозичень, що проникли в англійську мову внаслідок соціокультурного обміну в контексті глобальної комунікації.

**Мета:** проаналізувати статті британської преси (*The BBC News*) задля визначення специфіки процесу глобальної комунікації, що відбувається шляхом іншомовних запозичень, які відбивають національний колорит мови-донора.

**Методи.** У дослідженні використані загальнонаукові методи філологічних досліджень (спостереження, узагальнення, інтерпретація, класифікація), а також контекстологічний аналіз, що передбачає вивчення мовних одиниць у контексті і є різновидом загальнофілологічних методів.

**Наукова новизна.** У ході дослідження розкрито поняття глобальної комунікації; встановлено, що запозичення є результатом глобальної комунікації й з'являються в англійській, як і всіх інших мовах, унаслідок інформаційної взаємодії з представниками інших культур; проаналізовано особливості публіцистичного стилю, у якому лексичні запозичення найчастіше; з'ясовано, що в англомовних текстах публіцистичного стилю активно використовують професійні терміни та специфічні лексичні одиниці, експресивно-емоційну лексику, емпатичні конструкції, жаргонізми та одиниці сленгу для забезпечення розуміння читачем змісту статті. У ході аналізу текстів статей із сайту *The BBC News* виділено шість груп запозичень, що розкривають специфіку політичної парадигми світу й трапляються найчастіше в аналізованому матеріалі (запозичення на позначення механізмів влади та владних структур; запозичення, що відображають національний колорит; лексичні запозичення на позначення осіб певної національності, етнічних груп; запозичення, що характеризують соціально-майновий стан суспільства; запозичення, що символізують приватну власність, коштовності, товарно-грошовий обмін; запозичення, що є назвами грошових одиниць різних країн світу).

**Висновки.** Зроблено висновок про те, що більшість запозичень представлено у сфері назв суспільно-політичних реалій та фінансових понять, пов'язаних із стрімкою динамікою змін у суспільно-політичних та соціально-побутових умовах життя сучасного світу і що здійснення результативної комунікації в глобальному просторі можливе за умови врахування суб'єктами комунікації унікальних національних особливостей та опанування ними навичок передбачати її наслідки з огляду на соціальну, національну та культурну ідентичність.

**Ключові слова:** соціокультурний обмін, інформатизація, англомовні тексти публіцистичного стилю, глобалізація суспільства, іншомовні лексичні одиниці, запозичені лінгвістичні одиниці.

**Problem statement.** Nowadays, human culture and language are undergoing significant changes and development under the influence of a considerable flow of information, which volume is growing exponentially. Due to the cultural and social globalization, westernization and other phenomena new to the socio-cultural space, the problems of the global communication exacerbate in the modern world.

According to O. Zerneckaya, “the key moment in the creation of a globalized world is the accelerated development of information and communication infrastructure on a global scale, which, due to digitalization, computerization, and informatization compresses time and space, allows real-time operations and thus promotes the process of the global communication” (Zerneckaya, 2008, p. 324).

**Analysis of recent studies.** The problems of theoretical understanding of the semantic and grammatical processes arising in the course of borrowing foreign words in the lexical system of the English language have been the subject of research by many scholars. However, the lexical and semantic processes occurring in the lexical system of the English language at the present stage of globalization and integration, as well as the expansion of political, economic, and cultural ties between different countries that use the English language, require new research.

Domestic and foreign scholars have considered the issue of borrowing from various aspects. Thus, Chorna O. studied the role of linguistic borrowing in English as a way of enriching vocabulary (Chorna, 2016); Sitko A. and Kenich L. studied the peculiarities of the translation of borrowings in the English scientific and technical literature (Sitko & Kenich, 2017); Siomina K. considered the processes of borrowing and mastering units of exotic vocabulary (Siomina, 2021); Sajdahmetova D. devoted her research to reveal the problem of the role of borrowings in intercultural communication (Sajdahmetova, 2021).

The works of M. Buber, L. Wittgenstein, I. Goffmann, E. Husserl, W. Höpfer, K. Jaspers and others are devoted to the problems of communication in society in the global space. Significant scientific contribution to the analysis of the specifics of the global information and communication space is made in scientific works of R. Aron, D. Bell, E. Giddensen, R. Robertson and others. In Ukraine the problem of the global communication has been studied by L. Vygotsky, V. Humboldt, M. Zhyhkin, V. Zagladin, P. Kapitsa, L. Palamar, O. Panarin, V. Skalkin, A. Utkin, I. Frolov and others.

In the works of Ukrainian scholars (O. Bazaluk, V. Bekh, E. Bystrytsky, V. Lyakh, M. Popovych, M. Stepyk) the functioning of society in the global space is considered as an active environment for interaction and mutual influence. Scientific studies of V. Andrushchenko, N. Vysotska, O. Hrytsenko, I. Dziuba, V. Yevtukh, L. Nagorna, P. Skrypka substantiate the conceptual and methodological aspects of communication in the global space. Considering the works of the above-mentioned scientists, we discover a wide range of adjectives to the term of “communication”, such as: global, intercultural,

political, informative and communicative, social, mass, and so on.

The **purpose** of this study is to analyze the British press (The BBC News) in order to determine the specifics of the process of the global communication through foreign borrowings, which reflect the features of the national language they represent.

General scientific methods of philological research, such as observation, generalization, interpretation, classification, as well as contextual analysis as a kind of general philological method, which involves the study of language units in the context, have been used in the given study.

**Discussion** The researchers of the global communication process define the fundamental nature of this concept in quite different ways, studying it from various aspects, from the point of different sciences. So, from socio-philosophical point of view, the essence of global relations within communication, according to I. Miazova, has considerable social significance, which exists in the context of spatio-temporal relationships, the purpose of which is to establish effective constructive or destructive relationships between the representatives of different national and cultural communities (Miazova, 2008, p. 5). Mutual understanding in the context of people’s cultural identity, according to E. Falkova, can also be almost the main obstacle to successful communication and cause a kind of ethnocentrism (Falkova, 2007, p. 3). The difficulties that arise as a result of ethical prejudices in the process of such communication are called communication barriers, which, according to E. Falkova, are interpreted as the problems that arise in the process of interaction of the representatives of different cultures (Falkova, 2007, p. 13).

In the context of our study, it is vital to emphasize the significance of the use of the borrowings taken from different languages of the world in the process of the global communication, because now it is English that is increasingly recognized as a world language in the global communication. Such language borrowings have become the subject of attention of foreign and Ukrainian researchers (L. Arkhipenko, N. Bykhovets, L. Bloomfield, W. Weinreich, K. Voitenko, Y. Kerpatenko, T. Linyk, I. Mozova, L. Pinnavaya, E. Urison). The scholars define language borrowings as lexical units adopted

from another language, created on the basis of the literal equivalence of their components from the source language.

Historically, English has had the possibility to borrow foreign words in direct contact with native speakers, because during the Middle Ages the British Isles were repeatedly ruled by foreign conquerors, and later intercultural communication was facilitated by trade expansion and colonial activity of the British. Additionally, considering the opinion of T. Holovach (Holovach, 2016, p. 165), we emphasize that the dominance of English language in interethnic communication is caused, in particular, by the intensification of intercultural interaction in the modern global communicative space.

In the context of our study, communication within the globalization process is understood as a multi-vector socio-cultural interaction of different national communities that use English for integration into the global world. Various borrowings are the consequence of such global communication: they appear in English language as a result of information exchange with different cultures, which have their national language characteristics.

Following the purpose of our study, we shall analyze the peculiarities of the journalistic style where the lexical borrowings are used more frequently. It should be emphasized that the issues under discussion are of great scientific interest today, given the importance of journalistic discourse for the formation of public consciousness and the need for thorough research and development of modern means of its renewal and improvement. Consequently, considering the texts of journalistic style as a basis of the borrowed lexical units, we shall take into account the diversity of existing views of scholars on the features of the journalistic texts.

Journalistic style is one of the most flexible and mobile spheres to apply brand new lexical units, as it directly reflects the processes taking place in socio-political, socio-industrial, cultural and educational areas of society of a particular country and the world community as a whole. In general, considering the possibility of using borrowed lexical units in mass media texts, it should be noticed that usually the journalistic genre is characterized by reliability and exactness of the description of certain events, and emotionality

and affinity with the existing colloquial language of a particular society. These factors create particularly favorable conditions for the borrowed lexical units.

Professional terms and specific lexical units with metaphorical nature are also actively used in English-language texts of journalistic style. According to the scientists, lexical units in such texts have signs of diffusion, taken from different social strata (Molchkova, 2003; Sidorenko, 2014). As an example, it is possible to mention the use of expressive-emotional lexical units; the use of emphatic constructions, jargonisms and slangisms, i.e. everything that can help the reader understand the message of the article.

All of the above-mentioned determine the scientific viability and social significance to study the borrowed linguistic units in English-language journalistic texts, which are presented and available to the global community online. Consequently, taking into account the context of the general global trend, which is characterized by the international penetration of English into every sphere of life and intensification of intercultural communication, we shall give some examples selected from "The BBC news" website ("News" page, 2020-2021).

Analyzing the articles with the borrowed linguistic units, we have defined the groups that reveal the specifics of the ideological and political paradigm of the world. This tendency indicates the authors' trend to demonstrate the correctness of naming certain international phenomena and events in politics, while at the same time combining the tendency of a "softened" description of the named phenomenon or event, which encourages creation and functioning of nomination options.

Thus, among the most common examples are the borrowings that reflect the mechanisms of power and power structures: «*Labour warns on curriculum 'diktat'*». «*He warned against issuing «highly disruptive diktats», saying: «September 2020 was a disaster. It was deeply resented by managers, as well as staff.»*» (from German – diktat); «*Mr Raisi has not publicly acknowledged his role, but he has said the executions were justified because of a fatwa, or religious ruling, by Khomeini.*», «*By Adam Ganz. 1945, and Michel Oppenheim has survived*» (from Arab – fatwa, i.e. the decision of mufti); «*He has a visitor: The Gestapo officer he worked for as head*

of the Jewish community needs a reference from Michel – as a Jew.» «These horrify a German paratrooper present, who blames the Gestapo» (from German – secret police in Germany during World War II); «It also features exclusive interviews with senior commanders and intelligence officers from the Israel Defense Forces, as well as political leaders of both Hamas and Islamic Jihad, another militant group, and civilians who were present on both sides of the border.» (from Arab – Jihad, that is a holy war according to the Qur'an against adherents of different faith for the spread of Islam); «At the very heart of the fierce struggle raging in Iraq is a broken political system, one based on muhasasa, or distribution of the spoils of power along communal, ethnic and tribal lines, and put in place after the US invaded and occupied the country in 2003.» (from Arab – quota system); «This operation not only helps Cuba's economy, it also wins Cuba new allies across all of Latin America and paradoxically leads to rapprochement with the US under the Obama administration.» (from French – restoration of relations between the countries). The next includes borrowings that reflect historical and national spirit: «Robert Rinder helps Jewish families discover the full truth about what happened to their relatives during the Holocaust.», «The project brings together an interdisciplinary team from History, Education, and Computer Science, working with the National Holocaust Centre and Museum in Nottinghamshire and other museum partners.» (from Latin – Holocaust). «People in Tokyo, Japan, gathered at the Meiji Shrine to pray for their health, property and a good future. Each year, more than three million people visit the shrine during the first three days of the New Year.», «Meiji produces the milk, which is only sold in Japan, in Saitama prefecture, north of Tokyo.» (from Japanese – Meiji, that is, the period when Emperor Mutsuhito reigned); «The programme follows Beardsley's fevered footsteps from his childhood in Brighton, via notoriety among the decadents of London's fin de siècle, to his early death in France in 1898 at the age of just 25.» («Schreker's Chamber Symphony is as heady as music gets: a lush, soaring, glistening wonder, sounding like fin-de siècle Vienna but written during the Great War.» (from French – the French call the end of the century as fin-de siècle); «In the early Middle Ages Christianity spread to

what is now Russia from Kievan Rus, which Moscow claims to have given the origin of the Russian state» (from Ukrainian – Київська Русь).

The next group includes lexical borrowings denoting persons of a certain nationality, ethnic groups, for example, ««We've had a period in Spain during which the most vulnerable population has not been the priority,» says Carolina Fernández, of the Fundación Secretariado Gitano (FSG), a non-profit organisation that promotes the rights of the Roma (Gypsy) community.» (from Spanish – особи ромської національності); «The company had gained four star reviews for their show Hutsul's Year» (from Ukrainian – гуцули); «Sam and Mark host a bumper edition of festive fun! Naga Munchetty and Charlie Stayt play an extra-messy game of Splatterjack and there is music from Becky Hill» (from Hindi – naga (in Hindu and Buddhist mythology, a member of a class of semidivine beings, half human and half serpentine); «It's because of the association between tattoos and a mafia-like group called the yakuza – which has operated in Japan for hundreds of years» (from Japanese – yakuza); «Um Qusay risks her life by sheltering Shia soldiers in her house after they have escaped being executed by Isis.» (from Arab – Shia).

It is also vital to define borrowings related to the socio-economic characteristics of society. The examples include the following: «Slovak tycoon Kocner cleared of murder of journalist and fiancée» (from Japanese – tycoon); «Trained ballet dancer Pedro Henrique had thought it was an "almost impossible task" to find work until he heard about the «Favela LinkedIn» and «Street Presidents» schemes that are helping vulnerable families in the pandemic and providing jobs for young people in Brazil's poorest urban communities.» (from Portuguese – favela); «The Lightning Seeds' Ian Broudie joins Fearne, remembering the Summer of 96! Music from all genres is played through this hour; from Pras feat. Mya's Ghetto Superstar to Enya and the Beastie Boys!» (from Italian – ghetto (areas populated by ethnic minorities)).

The next group includes borrowings that symbolize private property, jewelry, valuables, commodity-money exchange. The following sentences provide some examples: «Centre-right party Juntos por el Cambio reportedly described it as «confiscatory»» (from Italian – currency

exchange); «*Gerry Anderson goes in search of the story of one of Ireland's most famous exports, the Claddagh Ring, meeting kings and silversmiths, folklorists and Claddagh men along the way.*» (from Irish – traditional ring).

Finally, there are borrowings that directly denote the currencies of different countries: «*The fine amounts to 136,000 Norwegian Krone (£11,500) for each complainant*» (from Norwegian. – currency of Norway and Denmark – crone); «*The fines could be as much as 4 million rubles (\$53,000; £39,000), it said.*» (from Russian – rouble); «*Elizabeth Alker steps back into the glitz and excess of Japan during the 1980s, when the Yen dominated global markets, and a housing boom the likes of which the world had never seen transformed Tokyo into a vital and chaotic metropolis.*» (from Japanese – Japanese currency – the yen).

**Conclusion.** In general, it should be noted that the globalization of society covers all spheres of human life, especially socio-political one, and a number of the lexical borrowings can be found in the articles from “The BBC news” web-site (“News” page). We have thematically analyzed the actual information represented in the newspapers for the period of 2020 – 2021, and found a

variety of borrowed lexical units of different thematic groups in the newspaper texts.

Lexical units concerning socio-political and financial realities are mostly represented in the articles from the analyzed period. The discovered patterns of thematic differentiation of the borrowed units can be regarded as a consequence of the focus of the researched media product on political and financial life. Differences in the genre orientation of the researched newspaper are aimed at covering a wide range of topics and issues interesting to readers. Rather high frequency of calques used within the journalistic style is observed in online articles. It can be explained, in particular, by the growing importance of global, intercultural exchange of information in the periodical press due to the rapid dynamics of socio-political conditions and living standards in the world and the constant need to receive world-class information about everyday life in modern information society. Consequently, it can be concluded that effective communication in the global space demands taking into account the unique national characteristics and skills of the subjects of communication; anticipating the consequences of their communication in terms of social, national and cultural identity.

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