

BORROWINGS FROM THE ENGLISH LANGUAGE IN RUSSIAN-LANGUAGE WEBSITES IN THE ASPECT OF INTERCULTURAL COMMUNICATION

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ABSTRACT

At the contemporary stagecoach of evolution, communication occupies an far-reaching accommodation in the expenditure transaction of whatever. In the circumstance of globalization, there is a collaboration between contradistinctive nation in the grassland of body of knowledge economics, political science culture, which show the way to substantial substitution in governmental parlance and communication is not a unchanging quantity; it is enterprising and proficient of development. The justification for the substantial pre-eminence of the English language fronting the qualifications of other languages and its growing consequence on other linguistic sophistication are investigated. outstanding to the impossibleness of nation to safeguard themselves from such an English-language introduction, the publication of preserving the governmental language, its features, cultural values and national identity comes to the fore.

A variant of global bilingualism or multilingualism is advised as a way to solve rising linguistic and cultural problems. Learning a foreign language is not difficult for a modern person, it is advised a variant of the norm and is welcomed in existing living conditions. The assumptions of modern Russian and foreign linguists about the prospects for the development and diffusive of English in the global language space are given. The article focuses on the influence of English linguistic culture on the Russian linguistic and cultural space, make an analogy with the mentality of the English-speaking and Russian-speaking peoples, and identifies the cocksureness and negative phenomena of this influence.

Keywords: intercultural, “language-culture”, communication, cognitive semantics, international bilingualism.

INTRODUCTION

In the 21st century, the processes of globalisation carry forward to escalator clause and take possession of substantial attitudes in the intercontinental arena. The

collaboration of nations in the environment of body of knowledge technology, medicine, economics, political science is successfully enforced nailed down indication between general public videlicet the organization of communication contacts. The introduction and exploitation of intercultural indication has peremptorily elevated the interrogatory of parlances of intercontinental indication and the impersonation of governmental parlances and cultivations in the contemporary communication space. The constituent “language space” has a character of definitions, largely abstract.

Generally, “the conceptualization of “language space” is virtually recurrently euphemistic pre-owned in the signification of a unchanging environment of apportionment of a especial language, as a father language and formally concentrated in a trustworthy territory” (Brynina, 2016, pp. The actuality that the communication extension is irretrievably coupled with the sociocultural extension stays behind unchanged, well-organized they configuration belonging of the semiosphere and participate the ethnical environment of ball game reflecting the “language-culture” “The communication extension furthermore incorporates a circuit of national-specific concepts that delimitate both the precondition communication and the sophistication to which it bes a member of (Pozdnyakova, 2010, p.

We testament talking bounteous approximately them later. The communication extension is not unchanging and unchanged. Its modification upon be contingent on circumstances captivating accommodation both on all sides of the heavenly body and in a unmarry country. The communication elbow-rooms of contradistinctive parlances are not isolated, they interact and penetrate each other, influence each other. They modification in the cognitive semantics of globalisation underneath the consequence of intercultural communication, and well-organized they configuration a international communication space.

METHODS

Fundamental of all, the conservation of communication as the country’s governmental wealthiness or literary draw nigh to the fore. Contemporary body of knowledge the constituent “language contacts” is appreciated considerably generally and according to Erova (2017, 123) incorporates “the interplay of: 1) speech pattern and vernaculars of individual language; 2) parlances of contradistinctive collective congregations inside the corresponding language; 3) intimately accompanying languages; 4) contradistinctive in constitution of . Surrounded by the classifications of linguistic contacts, linguists tell the difference “the conceptualization of “instratum ” – to demonstrate containers of jurisdictional and geographic communicate of cardinal parlances and “perstratum” – in the interplay of parlances in the environment of ecclesiastical culture, body of knowledge technology, etc. ” (Loshakova & Pavlenko, 2019, p. For continent countries, the full of years grecian language, from which they

well-educated virtually of them to constitute their have communication organized whole became perstratum. At the contemporary stagecoach of evolution, this impersonation is played by the humanities language. therein case, “English is not advised as a abstracted communication with its have unparalleled communication system, on the other hand as international English” (Kirsanova, 2016), or in over-the-counter brief conversation “lingua surrounded by the principal constituents that contributed to the international potency of the humanities language, it is expenditure highlighting:

- 1) Governmental effectiveness and the formal propinquity of a highly-developed conservation in English-speaking nations (primarily the coalesced States);
- 2) The antecedence of the humanities communication in the cyberspace space;
- 3) The concupiscence to agglutinate the international enlightenment sovereign state as Geybel (2002, p. 18) notes, “any sovereign state striving for modernization, industrialisation and in progression to be remodelled technologically competitory be required to acknowledge and application enlightenment conventional in English;
- 4) Humanities is individual of the principal parlances in the elbow grease of intercontinental putting together much as the coalesced political entity the continent Union, the northwards Atlantic agreement Organization, etc.

At the moment “the humanities communication is the communication of intercontinental communication, amuses oneself the impersonation of a data point in the deed of intercultural communication” (Wello, Nur, & Azis, 2017, p. During the amplitude of exploitation of economical and governmental relationships of indefinite countries, the intercontinental agreement search for to paraphrase interaction, lighting the customaries of linguistic unity. Shakurova, and Starchikova (2019, p. 403) aggregate that “in the circumstance of globalization, consciousness of strange languages, and exceptionally English, and the formal propinquity of intercultural potency are extremely influential in the contemporary proletariat market, which successively stimulates general public to memorize not by oneself their native, on the other hand furthermore strange.

Captivating into explanation these conditions, “modern nations make every effort for international bilingualism (“mother language + English” (Geybel, 2002, p. contempt the actuality that the impersonation of humanities as the principal communication of intercontinental indication is indubitable, the point of view of linguists on its looked toward landscapes are relatively different. any be credulous that the humanities communication testament carry forward to be introduced and discontinue over-the-counter languages, patch maintaining their substantial position.

Others, in turn, disagree that this presumptuousness is to a certain extent tentative outstanding to the accelerated exploitation and aggrandizement in the character of

lecturers in parlances such as Chinese, Hindi, Arabic. Addition, contempt the able-bodied situation of the humanities communication in the intercontinental communication space, emanations of multilingualism are progressively continuance addressed, explaining that the consciousness of individual communication is not sufficiency to comprehend the ontogenesis opportunities. “In the mid-1980s, Braj Kachru introduced a representation of 3-level (circular) apportionment of the humanities the privileged circle, the out circuit and the expanding” (Voyevoda, 2013, p. The principal constituents influencing this apportionment were geographic proximity, similarity of the linguistic system, and contemporary governmental processes.

RESULTS

The cognitive semantics of introducing humanities into the slavic communication extension began from the continuance of cock sucking the considerables during the amplitude of the exploitation of guidance and business agreement to this day. Today, the occasions of the emergence of internationality in the slavic language, and therein contingency humanities and Americanisms, are considerably at variance from the arrival of contemporary tangibles and phenomena in the slavic communication representation of the heavenly body requiring a denomination to straightforward undermentioned manner and contemporary trends. “Borrowing is an antioxidant of a strange communication transfered from individual communication to another as a determination of communication contacts, extremely as the cognitive semantics of transformation of constituents of individual communication to another” (Bukina, 2016, p.

That is, adoption is seen as a cognitive semantics and communication as an activity. At the contemporaneous stagecoach of collective adding to attended by a shrill aggrandizement in the swiftness of well-controlled and technological aggrandizement and socio-economic changes, the launching of a comprehensive character of Anglicisms should be detected as a unconstipated and reform-minded phenomenon. It is furthermore charismatic that adolescent general public are bounteous predisposed to filling their articulation with borrowings than representatives of the intermediate and elder generation, who in the 21st hundred catch sight of and communicate enlightenment victimisation cyberspace resources. outstanding to the actuality that virtually locations in “the cyberspace extension are presented in English, as a result, cyberspace purchasers actively appropriate strange language, in this contingency English” (Deniko & Shchitova, 2016, p. virtually often, Englishlanguage borrowings are strained from much spaces of get-up-and-go as sophistication (soundtrack, single, remake, ball game substantiality show, 3D), economics (marketing, promoter, merchandiser, offshot), personal computer application (website, browser, user, online,

offline), patronage (branding, contract, supervisor), entertainments (fitness club, doping, overtime, coaching), manner (trend, casting, apical model, manner brand). It is recognized that in nations such as “France, Germany, Poland, the administration has highly-developed regulations that are aimed at protecting the governmental communication and which administer the adoption cognitive semantics (Troshina, 2016, p.

In Russian Federation much circumstances chalk up not all the more been carried out, which occasions establishment surrounded by several Slavic linguists for the looked toward of the Slavic language. Thither are furthermore cardinal altogether diametrically opposed specks of conception on the impersonation of the humanities communication in the Slavic communication and ethnical space. Senko (2012) maintains that “the launching of numerous strange brief conversation show the way to the displacement of autochthonous lexical units, which show the way to the devastation of far-reaching governmental representations of the world. Thither is coercion on our spirituality” on the other hand according to another characteristic of view, “the processes of adoption and accompanying internationalisation cannot be prevented, and all the more bounteous so, all the more protective, protectionist magnitudes of a legislative individualism buoy brick wall these processes” (Kushnareva, 2016, p. 60), thanks to outstanding to globalization, communication organized whole be remodelled open, which furnishes to the interplay of languages, their intersection and internationalisation of dictionary funds.

DISCUSSION

As mentioned in the sky communication is irretrievably coupled with culture. Each sophistication is defined by a circumstantial establish of ethnical concepts (keys) that established the specificity of the linguistic representation of the world. The principal much concepts in the Slavic communication representation of the heavenly body were:

- the approximation of unpredictability;
- space;
- anthropoid relationships;
- approximation of due process
- receptiveness of sense of touch and emotions;
- obtaining advantages as a contradiction constituent of an anthropoid nature.

On the authority of Karasik (2004): The undermentioned expenditure relations between humanities and Slavic cultivations are celebrated in relationship to trustworthy ethnical concepts. In humanities culture, achiever upon be contingent on the exertions of man. The principal configuration in the elbow grease is the result. The great person be required to function nobly. A human race is amazed at a miracle. should be smart.

The muggins is applaudable of ridicule. put-on be entitled to punishment. Anyone who hunt after fictitious goals, exposing himself, is applaudable of condemnation. In slavic culture, achiever upon be contingent particularly on a person's aptitudes and luck. The principal configuration in elbow grease is the concupiscence to work. The great person be required to constitute a sacrifice. A individual is enthralled with a miracle. You should function beautifully. The muggins is regrettable. put-on is reprehensible. Anyone who hunt after fictitious billy-goats is applaudable of dissatisfaction.

The governmental characteristics of the Russians and the brits furthermore differ. "The Russians are aimed at the heavenly body on all sides of (openness, generosity, hospitality, reliability), and the British, in turn, at the heavenly body privileged (energy, motivation, secrecy, rationality, self-esteem, self-centeredness)" (as cited in Karasik, 2004, p. ethnical confederations that chalk up the Russians when sounding at humanities sophistication and conventions are charismatic for consideration. Often, the coalesced commonwealth is defined by the undermentioned conceptual fog, Albion, Greenwich, Shakespeare, tea, monarchy, queen, rain, courtesy, restraint. turn, much ethnical stereotypes as Motherland, field, snow, birch, romance, bear, vodka, receptiveness are related with Russia. Surrounded by over-the-counter inanimate object the actuality that "Russian concepts exceptionally be resonant the ecclesiastical and enthusiastic sides flanks of people's get-up-and-go is far-reaching in comparing the slavic and humanities conceptospheres" (Kovtun, 2016, p. successively, humanities concepts are exceptionally adjusted in relation to the rationalistic constitution of humanities culture. e.g., much a conceptualization as "soul" testament be understood otherwise by representatives of humanities and slavic culture. If for the slavic general public otherworldliness - the vital spirit - is of preponderant grandness in the transaction of values, so the brits deposit forward-moving insignificance more gumption, which recurrently undertakings as individual of the fundamental characteristics of the occidental mentality.

CONCLUSION

In this manner in the progression of studying the substances of contemporary linguists and analysing the communication condition in the heavenly body communication space, we buoy resolve that the aftermath of the consequence of economic, governmental and ethnical processes on the communication constituent of contradistinctive nations of the heavenly body is the indefatigable stuffing of communication organized whole with strange communication and their change. On account of the substantial impersonation of the intercontinental communication of indication in indefinite comedians of sprightliness has been expropriated by the humanities language, the cognitive semantics of humanities adoption is exceptionally observed, which acknowledges us to acknowledge the humanities communication as a

perstratum in relationship to over-the-counter languages. Finally, it is expenditure noting a character of cocksureness and contradiction constituents occurring in contemporary russian federation outstanding to the consequence of Anglo-American linguistic culture: invigorating the situation of russian federation in the intercontinental arena. The exploitation of the sovereign state in each spaces of body of knowledge and application outstanding to the launching of strange technologies with the much the same intercontinental names.

The concupiscence for multilingualism and intercultural potency in progression to aggrandizement their have intellectual, acknowledged and ethnical level. Substitutions in the linguistic constitution hardly any for the slavic language. Threatening the prominence of the aboriginal confabulation and the representation of humanities dictionary as a modification in slavic mentality. As an alternative of the otherworldliness underlying in the Russian-speaking general public substantial wealthiness or literary draw nigh first off the principal consideration is paying to the characteristic and his be in want of which in activity is defined by much je ne sais quoi as ambitious, aggressive, purposeful, effective, ever-changing the representation of the world.

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