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«Англицизмы в русском языке: их роль и причины возникновения»

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Individual essay contest
«Unity in Diversity: Russia and the English-Speaking World.
Time for Equal Opportunities»

Research work (essay)
«Anglicisms in the Russian language: their role and reasons for their emergence»

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The use of anglicisms in the Russian language has become a widespread phenomenon in recent years. This phenomenon is a result of globalization and the increasing influence of English as a global language. In this essay, we will explore the impact of anglicisms on the Russian language and culture, as well as their influence on various aspects of life.

The use of anglicisms in Russian can be traced back to the early 20th century, when Russia began to open up to the Western world and adopt Western values and norms. The Russian Revolution of 1917 and the subsequent Soviet regime further accelerated the process of anglicization of the Russian language. During this period, many English terms and expressions were borrowed into Russian to signify new concepts and technologies introduced from the West. Due to the fact that the change of the political and economic system in the nineties of the twentieth century took place quickly, and many concepts simply did not exist in the Russian language, it just led to the emergence of a large number of Anglicisms

The use of anglicisms in the Russian language has had both positive and negative effects. On the positive side, anglicisms have enriched the Russian lexicon and expanded its vocabulary with new terms and expressions. This has enabled Russians to communicate more effectively in international contexts and stay abreast of the latest developments in technology, business, and culture.

However, the excessive use of anglicisms has also led to the erosion of the Russian language and the dilution of its unique cultural heritage. Many traditional Russian words and expressions have been replaced by anglicisms, making the language less rich and expressive. In the usual Russian language, borrowing is the norm, because they are used to broaden one's horizons. This trend has raised concerns among language purists and nationalists who fear that the Russian language is losing its identity and becoming more like English.

The use of anglicisms in the Russian language has also impacted the fields of education and business. Many Russian universities now offer programs in English and encourage students to learn the language in order to compete in the global marketplace. Similarly, many Russian companies have adopted English as their official language and require employees to have a good command of English in order to communicate effectively with international partners and clients.

Anglicisms in business are more likely to belong to the second category. No company can do without events and rallies, and every employee is afraid of all kinds of deadlines.

Examples:

Фандарейзинг

— from English, "fundraising" is the process of attracting third-party resources to implement a task. If you look at the English term, it turns out that it consists of 2 separate words: "fund" (funds) and "raise" (collection).

Аутсорсинг

— there is simply no suitable analogue for "outsourcing" in Russian. "Out" and "source" are the use of external resources to perform certain tasks, that is, transferring any tasks to other companies.

Нетворкинг

— in simple words, "networking" is building a network of business connections. The word consists of "net" (network) and "work" (work).

Эйчар

— it's getting more interesting with this term. "HR" is a reading of the English letters "HR". which, in turn, are an abbreviation of "Human Resources" (human resources). HR today is the one who is looking for new employees and is responsible for their professional growth and development.

Ивент

is simple here. "Event" is translated into Russian as "event" or "event" and now replaces the same translations for us.

Дедлайн

— the origin of this word is so interesting that we even devoted an entire article to it on our channel. In Russian, a deadline is a deadline that needs to be met.

While the use of anglicisms in education and business has its advantages, it also poses challenges for those who are not proficient in English. This can create a barrier to entry for some individuals and limit their opportunities for advancement in a globalized economy. Furthermore, the dominance of English in education and

business can marginalize those who do not speak the language fluently or who prefer to use their native tongue.

The prevalence of anglicisms in the Russian language has also had a profound impact on Russian culture. English language and culture have become more dominant in Russia, especially among the younger generation. This has led to a decline in the popularity of traditional Russian literature, music, and art, as well as a growing interest in Western culture.

The influence of anglicisms on Russian culture can be seen in various aspects of life, including fashion, entertainment, and consumer behavior. Many Russian youth now prefer to listen to English music, watch American movies, and follow Western fashion trends. This trend has led to a homogenization of global culture, as local traditions and customs are gradually replaced by Western norms and values. This culture just came during the nineties, when Western and European culture began to open up to Russian people.

Anglicisms are very common among the younger generation due to their expression and expressiveness. We should also not forget that we live in the Internet age, when a lot of information is available simply on social networks and in entertainment content that has been in demand at all times.

In conclusion, the use of anglicisms in the Russian language has had a significant impact on various aspects of life, including language, culture, education, and business. While anglicisms have enriched the Russian lexicon and enabled Russians to communicate more effectively in international contexts, they have also raised concerns about the erosion of the Russian language and the dilution of its unique cultural heritage. also, the appearance of Anglicisms is not unusual. English is an international language, which is why you should not be surprised at the appearance of more and more new words in the Russian language.

Some Anglicisms are really not needed in modern Russian, many of them spoil the sound of a beautiful language.

Examples:

Мэйби

For those who constantly use English, sometimes a foreign "может быть" slips through. In colloquial speech, it is used quite often and may accidentally occur in a dialogue. Therefore, if a person speaks fluently and uses it, do not rush to swear.

There is a high probability that your interlocutor did not even notice the replacement.

Донат

For those who found Soviet doughnuts and doughnuts, this word seems strange and frankly infuriating. But not everything is clear here. Our typical doughnuts are dough that is thrown into boiling oil and then sprinkled with powdered sugar. Donations are something from The Simpsons. Something bright, glazed and always sprinkled. In fact, there is no special difference, but for a Russian person it is noticeable.

Экспириэнс

It is not entirely clear why the English experience began to be used instead of the word "опыт". Our version is both shorter and more convenient, there is not much point in borrowing. That's probably why it's so annoying.

But do not forget that modern people will use more and more Anglicisms every year, regardless of their pronunciation.

Moving forward, it is important for Russians to strike a balance between incorporating anglicisms into their language and preserving their linguistic and cultural identity.