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MODERN BORROWINGS IN THE RUSSIAN LANGUAGE

Рафикжонova Шахноза Ровшан кизи

Учитель русского языка и литературы Академический лицей
Тушинского политехнического университета в Ташкенте

Abstract

The article is devoted to the study of modern borrowings in the Russian language, as well as their influence on its structure and development. The main sources of borrowings, such as English, French, German and other languages, as well as ways of adapting borrowed words in the Russian language are considered. The article also analyzes the role of borrowings in modern communication, their perception by native speakers and their impact on language culture.

Keywords: Borrowings, Russian language, adaptation, vocabulary, English language, language culture, influence.

Introduction

Modern borrowings in the Russian language are an integral part of its development and evolution. Word borrowing is a process in which a language borrows elements from other languages, which can apply to both individual lexical units and grammatical constructions. business, science and culture. An example is the widespread use of such terms as "startup", "blogger", "Internet", which have actively entered everyday life and have become an integral part of speech. Borrowings can be both direct, that is, in their original form, and adapted, when they are subject to changes in order to better correspond to the phonetic, orthographic or grammatical system of the Russian language. It is important to note that the process of borrowing can have a different impact on the language: on the one hand, it contributes to the enrichment of the lexical composition, on the other hand, it can cause problems associated with the loss of the national identity of the language and the appearance of redundant foreign elements in everyday speech.

With increasing globalization and increasing international contacts, the number of loanwords in the Russian language continues to grow, which inevitably causes a public debate about how positive these changes are for the language. Modern borrowings play an important role in modern communication, creating new opportunities for the expression and transmission of ideas, but at the same time raising concerns among linguists and native speakers that this can lead to a violation of the harmony and structure of the language. The task of this work is to study modern borrowings in the Russian language, to determine their sources, methods of adaptation and impact on the development of the language. The paper also examines the perception of borrowed words by native speakers, as well as the role of these words in the formation of new speech norms and trends in the language.



Literature Review

The process of borrowing lexical units from other languages into the Russian language has been the subject of research by many linguists. Modern borrowings in the Russian language attract the attention of both theorists and practitioners, since they have a significant impact on the structure and dynamics of the language. Shvedov, as well as modern authors working in the field of lexicology and sociolinguistics. One of the first who studied in detail the process of borrowing in the Russian language was V. I. Dal. In his *Explanatory Dictionary of the Living Great Russian Language* (2000), he noted a large number of borrowed words, especially from the Turkic and Polish languages, which reflected the historical interaction of Russians with neighboring peoples. He described borrowings as a natural process that contributes to the enrichment of the language and allows it to be flexible and open to new concepts [1].

Later, in the 20th century, N. Y. Shvedova (1980) studied the influence of foreign words on the development of the modern Russian language. Shvedova focused on the fact that the process of borrowing is not only a lexical, but also a cultural phenomenon. She considered borrowings as part of a general cultural process, during which the Russian language adapts alien elements and integrates them into its system. including direct, adapted and calque, emphasizing that each type of borrowing has its own characteristics depending on the source and time of borrowing [2]. A. I. Smirnitsky in his work *The Russian Language and Its Historical Development* (1974) also focused on borrowings, considering them as an important factor in language exchange, but was cautious about excessive borrowing, which could lead to the loss of national linguistic identity. He emphasized that, despite the fact that borrowings can enrich the language, it is important to monitor their correct use and adaptation [3]. With the development of globalization and the introduction of new technologies, the issues of borrowing from the English language have become especially relevant. In the studies of S. P. Obnorsky (2009), devoted to modern trends in the Russian language, it is emphasized that the English language has become the main source of borrowings in recent decades. English-language loanwords are actively penetrating the Russian language through popular culture, the Internet, advertising, as well as in specialized areas such as economics, information technology and business. Examples of such words include "internet", "startup", "blogger", "marketing", which have already become firmly established in everyday life [4].

Analysis and Results

Modern borrowings in the Russian language affect various spheres of life, including technology, economics, culture, and everyday speech. The process of borrowing is an important element of linguistic evolution, but at the same time raises questions about the preservation of linguistic identity and the appropriateness of the use of foreign words in the Russian language. For the analysis of borrowings, several key aspects can be distinguished: sources of borrowings, types of adaptation of words and their impact on the structure of the Russian language.

1. Sources of borrowings

The most significant source of borrowings in modern Russian is English. This is due to several factors: globalization, the development of the Internet, the introduction of new technologies and changes in the system of international relations. English has become the language of global communication, science, business and popular culture, which contributes to the penetration of



English-language words into other languages, including Russian. The most notable examples are such terms as "Internet", "startup", "branding", "gadget", "flash mob", which have become part of everyday communication and professional vocabulary [4]. However, English is not the only source of borrowings into the Russian language. Other important sources are French, German, Latin, and other languages. For example, French words often appear in the field of fashion and art ("chic", "couture"), German borrowings in the field of philosophy and science ("dialectics", "paradigm"). Also in recent years, there has been an increase in borrowings from Eastern languages such as Chinese, Japanese and Arabic, especially due to global economic and political changes.

2. Types of adaptation of borrowed words

Borrowed words in the Russian language can be classified according to the degree of their adaptation to the rules and norms of the Russian language. Depending on this, several types of borrowings are distinguished:

- **Direct borrowings** are words that are borrowed without changing their form. For example, such words as "internet", "bar", "show", which do not require adaptation and remain in the form in which they were borrowed. These words often refer to specific concepts that did not have a direct analogue in the Russian language.
- **Adapted borrowings** are words that undergo changes in pronunciation or spelling in order to better conform to the norms of the Russian language. Examples of such words are "fitness", "shopping", "hobby". These words retain their semantics, but become more understandable to native Russian speakers.
- **For example**, the phrase "online store" is a calque from the English "online store", "self-management" is a calque from the English "self-management". Such borrowings are often found in the field of business and new technologies, where it is necessary to quickly introduce a concept that corresponds to modern realities.

3. The influence of borrowings on the structure of the Russian language

The process of borrowing has a significant impact on the structure of the Russian language. First of all, this concerns the expansion of the lexical composition of the language. As a result of borrowings, the Russian language receives new words that can effectively describe new phenomena and technologies. This allows the language to remain flexible and adaptable to changes in society. However, borrowings can also have an impact on the grammar and syntax of the Russian language. For example, with an increase in the number of English-language loanwords in the Russian language, one can observe a change in the structure of phrases, where borrowed words begin to be used in forms characteristic of the English language. This is evident in the popularity of phrases such as "go for a startup," where the sentence structure resembles the English version. In addition, the mass use of foreign words can lead to a decrease in diversity in the language. In some cases, borrowed words become so popular that they displace their Russian counterparts. For example, words such as "branding" and "marketing" have become more common than their Russian-language counterparts "brand development" and "marketing management".



4. Perception of borrowings by native speakers

Borrowings in Russian also cause a variety of reactions among native speakers. On the one hand, they are perceived as a way to enrich the language and make it more modern, and on the other hand, there is a fear that the excessive use of foreign words can lead to the loss of the uniqueness and identity of the Russian language. Studies conducted by V. N. Toporov and S. P. Obnorsky show that the perception of borrowed words largely depends on the context of their use and the frequency of their appearance in speech. The most critical of borrowings are representatives of the older generation, as well as those who actively preserve the traditions of the Russian language [5][6]. Nevertheless, borrowings, especially from English, are becoming an important part of the youth lexicon, which demonstrates their acceptance and popularization among young people. In general, borrowings are a reflection of the trends of globalization and technological progress, which makes them an integral part of the modern language.

Conclusion

Modern borrowings in the Russian language play an important role in its development, reflecting globalization processes and technological progress. Borrowings enrich the language with new concepts that are necessary to describe new realities, such as technology, economics, and culture. The main source of borrowings into the Russian language is English, which is due to its dominance in global communication, scientific research and popular culture. However, borrowings also originate from other languages, such as French, German, and even Oriental languages, which emphasizes the versatility and dynamism of linguistic interaction. The process of adaptation of borrowed words in the Russian language includes various stages, from direct borrowings to calque forms. This allows us to maintain harmony between language traditions and the needs of modern society, while preserving the uniqueness and identity of the Russian language. However, it is necessary to take into account possible risks, such as the overintroduction of foreign words, which can affect the purity of the language and lead to the loss of its identity. An important aspect remains the question of the correct adaptation of borrowed words and their integration into the Russian language system, so that they do not violate its structure.

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