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ANGLICISMS IN THE UKRAINIAN LANGUAGE

Due to the rapid development of the modern world, the influence of the English language on the Ukrainian language is becoming more and more noticeable. For this reason, a new type of borrowing has emerged, namely anglicism — words or expressions of English origin that are used in other languages.

In Ukrainian linguistics the enrichment of the lexicon with foreign words is considered in many studies, among which we should highlight the works of O. Potebnya, I. Ohienko, and S. Semchynskyi. Almost until the end of the 19th century the question of the expediency or in expediency of borrowing was considered from the standpoint of the problem of language purity. Scholars and public figures of that period sought to prove the possibility of replacing any borrowed word with a Ukrainian one. I. Ogienko, I. Nechuy-Levytsky and B. Hrinchenko especially insisted on the need to free the native language from foreign borrowings. Ivan Franko was one of the first to convincingly justify the need for foreign language borrowings.

The relevance of the process of borrowing foreign language vocabulary into the Ukrainian language has attracted the attention of many researchers in the last decade of the 20th century and at the beginning of the 21st century. In particular, O. Lysenko and H. Serhieieva have studied the development of foreign language borrowings in scientific terminology; T. Mastruk has investigated English borrowings in functional and stylistic varieties of the Ukrainian language of the late 20th and early 21st centuries (based on Ukrainian periodicals of 1997-2010) and analysed their stylistic functions in texts of informational and journalistic styles.

However, little is known about the anglicism in the Ukrainian language. The aim of our study is to analyze the peculiarities of such a linguistic process in the Ukrainian language.

This phenomenon of anglicisms is becoming more and more common in Ukraine, and is reflected in various spheres of life — from business and technology to culture and modern entertainment. The reasons for borrowing can be different. Let us consider the main classifications of linguistic and extra-linguistic factors of borrowing which enrich the vocabulary of the modern Ukrainian literary language. Thus, L. Arkhyenko divides the main reasons for borrowings into two groups:

1. Linguistic which includes such factors as:

- lack of a word to name a new object, phenomenon, concept, etc;
- the need to differentiate between concepts that are similar in meaning but still different;
- the tendency to replace phrases and descriptive phrases with one-word names;
- the need to specialise concepts in a particular field;
- the need to designate a communicatively relevant concept: if the concept touches upon the vital interests of people, the word that designates it becomes commonly used;

- the tendency to consolidate borrowings that can be combined into a certain lexical range based on their general meaning and the repetition of any structural element;
- the presence in the receptor language of established terminological systems that serve a particular industry;
- the need for new nominations as a tribute to fashion, prestige, and increasing one's own authority in the eyes of others.

2. Extra-linguistic: economic; socio-political; cultural and everyday life; scientific; socio-psychological [3].

In the 19th century rich English literature began to enter in Ukraine, and imitation of everything English was fashionable. Moreover, according to S. Ryzhykova words were borrowed that "refer to the life and customs of the social elite, objects and realities of secular life". The researcher explains this by the fact that Ukrainian nobles were fascinated by Western European culture borrowing English words [4].

The process of forming anglicisms in the Ukrainian language is happening because of borrowing, transliteration and adaptation. Some examples in modern colloquial and written dictionaries are:

1. In economics (marketing, budget, manager).
2. In communication (roaming, banner, email).
3. In science, culture, education (Internet, college, fantasy).
4. In youth subculture (video, blog, trend).
5. In everyday life (lunch, second-hand, shaker).

On the one hand, the use of anglicisms enriches the Ukrainian language with new concepts and expressions that reflect modern realities. On the other hand, their excessive use leads to a loss of uniqueness and originality of the vocabulary.

Governmental and linguistic bodies are working to preserve linguistic richness and develop in the context of globalisation, in particular by developing their own terms or encouraging the use of Ukrainian analogues.

In conclusion, anglicisms have become an integral part of the modern Ukrainian language due to global trends and technological progress. It is important to find a balance between the use of English terms and preserving the uniqueness of the Ukrainian language to ensure its development and survival in the world.

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