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THE INFLUENCE OF FRENCH AND ENGLISH ON THE DEVELOPMENT OF FOREIGN LEXIS IN MODERN UKRAINIAN

Daily communication is not always accompanied by awareness of the origin of words. Most speakers do not think about how this or that word was formed, where it came from or what history it has. Active interaction between countries and the development of a common information and cultural space contribute to the emergence of borrowings in vocabulary. Foreign words increase the vocabulary, update outdated vocabulary and enrich speech. In the Ukrainian language, about 10% of the vocabulary is borrowed, which indicates deep cultural influences.

Language reflects not only everyday communication, but also national identity. The Ukrainian language has been influenced by many cultures, but this study focuses on the influence of only two languages — French and English. It is these languages that have a pronounced influence on modern Ukrainian vocabulary, especially in the fields of fashion, technology, politics, art and youth communication. The analysis of this influence allows us to better understand the linguistic transformations that occur under the influence of globalization processes [1].

The "Europeanization" of the Ukrainian state has led to a real expansion of borrowings in recent years. The largest percentage of them (83%) are from English [3]. Anglicisms are words or linguistic turns of any language borrowed from English, or words or phrases created after their example. In Ukrainian linguistic terminology, synonyms for the term "anglicisms" are often "English-language lexeme" or "English-language borrowing".

The main reasons for the entry of Anglicisms into the system of the Ukrainian language are, first of all, the lack of appropriate words in the latter to denote new concepts, objects, actions and processes that arose and received a name in the English language. Other main reasons for borrowing include the need for new units of nomination, the need to distinguish concepts within a certain terminosphere, the desire to designate a holistic concept in one word (language economy), as well as socio-psychological factors. Linguists also note that the replenishment of the Ukrainian language with anglicisms is facilitated by the processes of universalization and internationalization of vocabulary, which is manifested in the use of short, and therefore economical in terms of speech efforts, lexemes. The use of foreign words and expressions can significantly change the stylistic shade of the text, which contributes to the development of stylistic features of the modern Ukrainian language. Anglicisms can give the text a more modern, international character or be used to emphasize fashionable, trendy elements in speech. Also, the use of foreign borrowings often depends on the speaker's desire to stand out from others, to demonstrate his erudition or level of proficiency in a foreign language.

In linguistics, it is generally accepted to distinguish four types of adaptation of foreign words to the recipient language: phonetic (adaptation to the sound system and stress), graphic (spelling in accordance with orthographic norms), morphological (compliance with grammatical rules) and semantic (adaptation to the lexical system of the Ukrainian language). Regarding the course of mastering lexical borrowings, there are initial, in-depth and full mastering stages, each of which corresponds to a certain degree of

adaptation: low, medium and highest. These stages are structured according to the features characteristic of all levels of the recipient language: phonetic, lexical-semantic, morphological (including word-forming), semantic and communicative [2].

Anglicisms are actively penetrating into various spheres of public life. Let us give examples of the penetration of anglicisms into the main spheres of the modern Ukrainian language:

1. Technology and the computer world: These are words and terms related to computers, programming, software, the Internet, etc. The use of anglicisms in the IT field has become the norm, as many new terms originate from English-speaking countries. Examples: веб-сайт (website), блог (blog), сервер (server), хакер (hacker), код (code), краудсорсинг (crowdsourcing), хмарні технології (cloud technologies), бекенд (backend), інтерфейс користувача (user interface), аналітика даних (data analytics). IT professionalisms: backend developer, frontend developer, full-stack developer, DevOps engineer, data scientist, cybersecurity analyst, UI/UX designer.

2. Business and marketing: Terms describing business processes, management, marketing strategies, financial sphere. Anglicisms here reflect globalization and the international nature of activities. Examples:

3. бренд (brand), маркетинг (marketing), цільова аудиторія (target audience), стратегія (strategy), маркетингові дослідження (market research), продажі (sales), ROI (Return on Investment), брендинг (branding), цільове позиціонування (target positioning), акційний план (action plan), аналіз SWOT (SWOT analysis).

4. Mass culture: Music, film, television, fashion are areas that affect mass perception. Anglicisms denote concepts, styles and concepts popular in this field, reflecting the influence of English-speaking culture. Examples: хіт (hit), серіал (TV series), стрімер (streamer), блокбастер (blockbuster), трейлер (trailer), фешн (fashion), селебріті (celebrity), спойлер (spoiler), інфлюенсер (influencer).

5. Science and technological progress: New discoveries, scientific terms, innovations. Anglicisms make science more accessible to the international community, allow you to formulate new ideas. Examples:

6. генетика (genetics), біотехнологія (biotechnology), нанотехнологія (nanotechnology), каталізатор (catalyst), полімер (polymer), суперпровідність (superconductivity).

7. Social sphere: Terms associated with changes in society. The military sphere after the full-scale invasion is separately noted. Examples include:

8. кібервійна (cyber warfare), інформаційна війна (information warfare), дрон (drone), контрснайпер (counter-sniper), тактичний ракетний комплекс (tactical missile system), джавелін (Javelin) [2].

9. Teenage slang: musical styles (popsa — попса, trance — транс, house — хаус, techno — техно, rapper — репер); cinema, music, TV (showbiz — шоу-біз, superstar — супер стар, Ukrainian Fashion Week — юкрейніан фешн вік, Faina Ukraina — файна Юкрайна, Comedy Club — камеді клаб, movie — муві, fake — фейк, style — стайл); sports (to do fitness — пофітнеситися, bodybuilding — бодібілдинг, arm wrestling — армреслінг, quest — квест, paintball — пейнтбол, snowboard — сноуборд); household items (shoes — шузи, iced tea — айс-ті, fast food — фаст-фуд, Nike — найк); money (money — мані, bucks — бакси); emotions, politeness (sorry — сорі, thank you — сенк'ю, okay — окей, happy birthday — хеппі бьоздей, bye — бай, yes — єс, best — бест, crazy — крейзі). [4].

These examples illustrate the impact of new technologies and the specifics of different areas. Anglicisms contribute to the unity of terminology and simplify the international communication of specialists. These areas most actively fill the Ukrainian language with new words and concepts that expand its lexical composition.

Scientists note that English-language borrowings are reproduced in the Ukrainian language in different ways:

1. In Latin: At the initial stage, the original name can be reproduced in the texts by the graphic system of the source language: USB, skill, meeting, skype, nice, lol, cool, what, sure.

2. Transliteration: Mechanical reproduction in Ukrainian graphics (Cyrillic) of the graphic form of the prototype word, often without accurate reproduction of sounds, with lexical and semantic adaptation: android – андроїд, bag – баг, benefit – бенефіт, development – девелопмент, developer – девелопер, content – контент, level – левел, link – лінк, spam – спам.

3. Transcription: The phonetic sound of the word is reproduced using the graphic system of the recipient language: like – лайк, coachsurfing – коучсерфінг, reposts – репостити, email – імейл [2].

The influence of Anglicisms on the modern Ukrainian language has both positive and negative consequences. On the one hand, the use of English words enriches the vocabulary, complements the language with new concepts, facilitates communication with foreigners and promotes integration into the international environment. The use of English constructions can violate the syntactic correctness of sentences and cause misunderstanding.

Words borrowed from the French language (according to neologue lexicographers, they make up about 9%) entered the Ukrainian language in different ways: through an intermediary language (Polish, Russian), as well as directly through literature, works of art, and direct contacts. The borrowing of French words occurs systematically, that is, they are represented not by single words, but by lexical and semantic groups, within which they interact with specific Ukrainian vocabulary or borrowings from other languages [3].

For the first time, French borrowings, Gallicisms, came into the Ukrainian language in the XI century, when Anna, the daughter of Yaroslav the Wise, married King Henry I of France. The XIX-XX centuries became prosperous for France, as the countries of Europe were fond of its art, fashion, culture, politics and other spheres of life. Because of this, the French heritage to a certain extent came to the Ukrainian language, and took root well in it [1].

French borrowings have significantly enriched the Ukrainian language, penetrating into various spheres of life. The largest number of them is observed in the cultural field (acteur — актор (actor), emploi — амплуа (role type), ballet — балет (ballet), bohème — богема (bohemia), chef-d'œuvre — шедевр (masterpiece), vernissage — вернісаж (art preview), genre — жанр (genre), chanson — шансон (chanson), rôle — роль (role), entracte — антракт (intermission), esquisse — ескіз (sketch), silhouette — силует (silhouette), ensemble — ансамбль (ensemble), album — альбом (album)), economy (actionnaire — акціонер (shareholder), coupure — купюра (banknote), aval — аваль (endorsement), avance — аванс (advance), balance — баланс (balance), budget — бюджет (budget), bureaucrate — бюрократ (bureaucrat)), politics (autoritaire — авторитарний (authoritarian), diplomate — дипломат (diplomat), pacifiste — пацифіст (pacifist), armée — армія (army), alliance — альянс (alliance), attaché — аташе (attaché),

visite — візит (visit), politique — політика (politics), parlement — парламент (parliament), régime — режим (regime), carrière — кар'єра (career), département — департамент (department), bulletin — бюлетень (ballot)), everyday life (jalousie — жалюзі (blinds), bigoudi — бігуді (curlers), portefeuille — портфель (briefcase), portemonnaie — портмоне (wallet), chaise longue — шезлонг (deckchair), banquet — бенкет (banquet)), as well as in military and naval vocabulary (avant-garde — авангард (vanguard), hangar — ангар (hangar), armée — армія (army), arsenal — арсенал (arsenal), base — база (base), barricade — барикада (barricade), bombe — бомба (bomb), brigade — бригада (brigade), garnison — гарнізон (garrison), garde — гвардія (guard), capitaine — капітан (captain), parachute — парашут (parachute), flotte — флот (fleet)). [1,3].

French words are especially widely represented in cooking (côtelette — котлета (cutlet), casserole — каструля (saucepan), galette — галета (galette), sauce — соус (sauce), mayonnaise — майонез (mayonnaise), conserve — консерви (preserves), gelée — желе (jelly), margarine — маргарин (margarine), cognac — коньяк (cognac), champagne — шампанське (champagne), champignon — шампіньйон (mushroom), marinade — маринад (marinade), meringue — безе (meringue), entrecôte — антрекот (entrecote), vinaigrette — вінегрет (vinaigrette), garniture — гарнір (side dish), dessert — десерт (dessert), gélatine — желатин (gelatin), filet — філе (fillet)), and in the names of food establishments (bistro — бістро (bistro), cafétéria — кафетерій (cafeteria), gastronomie — гастроном (grocery store), restaurant — ресторан (restaurant), café — кафе (café)), and even a Ukrainian analogue has been created for the "bistro" — the "Shvydko" chain.

French borrowings are also actively used in the names of television and radio programs ("Rendezvous with the Stars", "Tête-à-tête", "Beau Monde", "Fashion Seasons", "Defile", "Scam", "Radio Chanson", "Nostalgi"), banks ("Aval"), shops ("Furshet", "Passage"), travel agencies ("Voyage") and coffee shops ("Chapito", "Visit"), as well as in the field of clothing and fabrics (blouse, veil, velor, hood, coat, suit, felt) [3].

French borrowings, getting into the Ukrainian language, are organically integrated into its word-forming system. This testifies to the active creation of derived words using Ukrainian morphemes. The following characteristic trends are observed:

Replacement of non-typical suffixes. French suffixes often give way to more familiar counterparts for the Ukrainian language. For example, coquette transforms into кокетка, débutant into дебютантка, friteuse into фритюрниця.

Gender change of nouns. Borrowings ending in -o, -e, -y — sounds that do not denote grammatical gender in French — acquire the form of neuter gender in Ukrainian. This is due to adaptation to the grammatical structure of Ukrainian, where such endings traditionally correspond to the neuter gender: шосе, рагу, пюре, манто, драже.

Simplification of complex words. French compound words sometimes undergo structural simplification, becoming non-derived lexemes in the Ukrainian language. For example, rendez-vous turns into рандеву, and vis-à-vis — into візаві [3].

Thus, the study highlights the significant impact of French and English on modern Ukrainian vocabulary, reflecting cultural, social, scientific, technical, and economic changes. English, as the language of globalization, actively enriches Ukrainian with terms of IT, business, mass culture and slang, demonstrating Ukraine's integration into the world space. French, thanks to its long-standing connections, influenced art, fashion, cooking and social life, its borrowings organically entered the language. The influence of both

languages is important for the development of Ukrainian vocabulary, expanding it and reflecting international relations and global processes. Further study of these linguistic contacts contributes to the understanding of the development of the Ukrainian language and the preservation of its identity.

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