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## IMPACT OF BORROWINGS AND NEOLOGISMS ON THE UKRAINIAN LANGUAGE THROUGH THE PRESS

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The article deals with the analysis of borrowings and neologisms as linguistic phenomena, their influence on the Ukrainian language and society. The article also analyses the ways borrowings and neologisms enter the language.

*Key words:* borrowing, neologism, valuation component, language lexicon, mass media, discourse, language economy.

*During translation it is necessary  
to reach untranslatable, only then  
you can properly recognize  
a foreign word, foreign language.*

*J. Goethe*

It is well known that each language is strongly intertwined with its respective society. The development and state of any language depend not only to a great extent on the society itself, but also on the economic, political, cultural contacts of that society with other nations and communities. Changes in modern society are reflected in its languages. Language is a dynamic system which reacts rapidly to the development in science and technology, resulting in constant changes in the language's lexicon. According to A. Martine, linguistic contacts are one of the most powerful stimuli of linguistic change [1, p. 394]. Specifically, language contacts can give rise to lexical borrowings, changes in phonetic and grammatical structures as well as changes in word formation.

Lexical system of the modern Ukrainian language is a reflection of every new object, phenomenon, and concept that have appeared up to and beyond the turn of the last millennium.

Having evolved over the course of centuries, the lexicon of contemporary Ukrainian is heterogeneous, consisting of not only indigenous words but also of words adopted from other languages. Foreign sources have enriched the Ukrainian language in all spheres throughout its historical development.

To be clear, “borrowing” (loan word or lexical copying) is defined as a word that has entered into the vocabulary of one language from another and has been assimilated by its adoptive language. This is considered the working definition for the purpose of the present research [2, p. 367].

Though words have been borrowed into the Ukrainian language for ages, the last 50 years have seen a sharp increase in the number of borrowed words, specifically from English, trig-

gered by the intensification of intergovernmental and international contacts, itself a result of the social-economic transformation in Ukraine. According to V. Radchuk, the Ukrainian language is currently experiencing an unparalleled and nearly uncontrolled flow of anglicisms [4, p. 129].

Examples of English borrowings frequently encountered include: *департамент, бренд, бізнес, дефолт, дилер, бізнес-ланч, інфляція, ліцензія, ваучер, приватизація, холдинг, флешмоб, емісія, маржинальний, тинейджер, спікер, провайдер, інавгурація, коаліція, піар, імідж, екстрадиція, сепаратист...etc.*

Where do these foreign terms come from?

Borrowings enter the language in one or two ways: through oral speech (contacts between people, broadcasting, etc.) and through written channels (by indirect contact through books, written materials, etc.).

Oral borrowing took place chiefly in earlier times, whereas in recent times written borrowings have gained greater importance. Words borrowed orally tend to be short and undergo considerable changes in the act of adoption. Conversely, written borrowings generally preserve their spelling and some peculiarities of their phonetic structure, their assimilation is a laborious process.

It can be said that most borrowings enter the Ukrainian language through mass media, entertainment, music and culture in general. In particular, mass media is the main channel through which most borrowings and neologisms flow into our language. Every day newspapers publish articles containing a great number of lexical items that are not characteristic of our native language. To some extent this may be perceived as positive progress but on the other hand excessive borrowing can cause serious damage to our language, supplanting native Ukrainian lexicon. Curiously, translators and interpreters attempting to render foreign sources of information often opt not to translate but rather borrow a foreign word. This explains why, nowadays, such words as *трейдер, інтенція, андеграунд, месидж...etc.* can often be found in modern newspaper. It is the authors' opinion that it is preferable to use Ukrainian words whenever equivalents in the language exist. For example:

Трейдер – торговець;

Іntenція – намір, задум;

Месидж – повідомлення.

What purpose does using a foreign term serve? Simply to sound scholarly or be part of the “global village”? what about our native language?

Choosing to analyze media discourse predetermines the need to be terminologically criticized. In the following chapter, different points of view on the volume and matter of the very notion are analyzed.

A systematic functional approach allows main functions of borrowings and neologisms to be discerned. Moreover it gives the possibility to analyze the mechanisms of the value realization in the process of term production or transmission, including its functioning in the discourse, perception interpretation and axiological identification.

As the source of analysis is limited, there is a need to emphasize media discourse as the sphere of the full functioning of neologisms and borrowings. The main features of borrowings are to be analyzed with the aim of defining the value of the borrowings as its immanent property. The very value is viewed as an immanent property of media discourse which defines characteristics and specificity of discourse points functioning.

Borrowings and neologisms pose perhaps the greatest challenge to the professional translator. Technology gives rise to new objects and processes, while new ideas, concepts and nuances stem from the media. Terms from the social sciences, slang, dialects entering the linguistic mainstream and transferred words make up the rest. A few years ago, 300 new words were said to be counted in four successive issues of the French weekly *Express*. It has been stated that each language acquires 3000 new words annually. Neologisms can be defined as newly coined lexical units or existing lexical units that acquire new meaning [5, p. 32]. In fact, neologisms can not be accurately quantified, since so many hover between acceptance and oblivion and many are short-lived, individual coinages. What is obvious is that their number is increasing rapidly as we become more language – as well as self – conscious. Articles, books, dictionaries devoted to them are appearing with increasing regularity. Since they usually first arise in response to a particular need, the majority of neologisms have a single meaning and can therefore be translated out of context, but many of them soon acquire new (while sometimes losing the old) meanings in the Target Language.

In the work of N. Popova it is stated: “when one language takes lexemes from another, the new items are usually called loan words or borrowings – though neither term is really appropriate, as the receiving language does not give them back” [3, p. 126]. Thus, Terry Crowley follows the preferences of the linguist William Thurston and refers to this phenomenon as lexical copying, as this term more accurately reflects what occurs [5, p. 140].

According to the Dictionary of Historical and comparative linguistics, lexical borrowing is the transfer of a word from one language into a second language as a result of some kind of contact between speakers of two languages [6, p.132].

Language being a social notion, the continuous evolution of vocabulary is the process which reflects the development of society. The reasons for neologisms and borrowings entering into the language are manifold: need to define or describe a new notion, to find the most exact and most expressive definition, to find the most concise equivalent (language economy), to create the image, to escape tautology, to evaluate and to characterize. One of the primary functions of neologisms and borrowings is the realization of the value: evaluation of the object, defined by the very neologism or borrowing, the value of the notion, situation. The given process is determined by the needs of the society. Lexical borrowing is not simply the result of the need to name a new reality or notion but also the expression of subtle tones of individual attitudes, feelings, to evaluate a definite notion of reality [2, p. 61].

Considering the fact that the English language is the global one and that Ukraine is on the threshold of experiencing European influence not only in the sphere of mass media but also in technical sphere, politics, finance, culture and what is more important, our life.

Here the controversial may be the claim that such influence is favorable if speaking about two or more nations in contact. By this I mean a successful communication between people who speak different languages but still their communication goes on.

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## **ВПЛИВ ЗАПОЗИЧЕНЬ ТА НЕОЛОГІЗМІВ НА УКРАЇНСЬКУ МОВУ ЧЕРЕЗ ПРЕСУ**

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Проаналізовано запозичення та неологізми як мовні явища, їхній вплив на мову і суспільство. Досліджено шляхи, через які запозичення та неологізми проникають у мову.

*Ключові слова:* запозичення, неологізм, оцінка компонентів, мовна лексика, засоби масової інформації, дискурс, мовна економіка.

## **ВЛИЯНИЕ ЗАИМСТВОВАНИЙ И НЕОЛОГИЗМОВ НА УКРАИНСКИЙ ЯЗЫК ЧЕРЕЗ ПРЕССУ**

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Проаналізовано заимствования и неологизмы как языковые явления, их влияние на язык и общество. Также исследовано пути, по которым заимствования и неологизмы входят в язык.

*Ключевые слова:* заимствования, неологизм, оценка компонентов, языковая лексика, средства массовой информации, дискурс, языковая экономика.