

## **Секция 5**

# **ОСОБЕННОСТИ РАЗВИТИЯ СОВРЕМЕННОЙ ЛИНГВОКУЛЬТУРНОЙ СРЕДЫ**

## **АНГЛИЙСКИЙ ЯЗЫК**

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### **ANGLICISMS AND AMERICANISMS IN MODERN RUSSIAN-LANGUAGE DISCOURSE**

#### **Англицизмы и американизмы в современном русскоязычном дискурсе**

The connection between culture and communication, communication and society is expressed in the immediate response of the language system to global processes taking place in society, in the adaptation of the language system to changes caused by these processes. The most interesting for people are the reasons and types of borrowing of foreign words, because only knowing the primary sources, society will be able to adapt to the correct use of new words that have begun to take root in Russian.

The concept of Americanism and/or Anglicism implies borrowing words and expressions from the English language, which are introduced into the Russian language due to cultural, technological and other ties with English-speaking countries.

One of the most common borrowings is precisely lexical, because it consists of borrowing only lexical material, and not a completely grammatically formed word.

Types of borrowing: direct borrowings (face, chat), hybrids (game – гамать, relax – релаксировать), calque and semi-calque, exoticisms (hot-dog, cheeseburger), foreign language inclusions (cringe – стыд), crush – объект обожания), composites (second-hand – a store selling clothe that have already been used).

The main reasons for borrowing foreign words into the Russian language: extralinguistic and linguistic. Linguistic reasons include: the absence of an appropriate name/term; ensuring a stylistic effect; the need to specialize concepts in the spheres of human activity; the tendency to eliminate homonymy and polysemy of the “original” word; the tendency to enrich the language with new expressive means. Extralinguistic reasons for borrowing words include: the prestige of a foreign-language word in comparison with the Russian-language equivalent; the deliberate desire of authors and speakers to make the statement more intriguing by using foreign words; the intensive migration of the world's population causes the widespread spread of bilingualism.

The very active process of using Americanisms and Anglicisms causes different reactions among people. Some are concerned about the abuse of these words, since people sometimes still do not have information about their correct use; others, on the contrary, believe that the process of borrowing foreign words is an important step towards unifying the world, towards the process of globalization. One way or another, in the modern world the process of using foreign words has become an almost integral part of any language. And the development of this trend will depend on the needs of the entire language system and the communicative needs of people speaking it.

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## **ROLE-PLAYING WITH LARGE LANGUAGE MODELS IN TEACHING BUSINESS ENGLISH**

### **Ролевые игры с использованием больших языковых моделей в обучении деловому английскому языку**

The use of role play in the pedagogical context of Business English teaching has become widespread. It creates conditions that stimulate the development of spontaneous creative speech of communicants. The topic has undergone extensive academic research, with a corpus of over 58,000 research papers. The emergence of