

many of which later enter into common use, losing their novelty. However, neologisms are not just new words, but also those that have acquired new meanings in the process of any events or circumstances. Over the past 5 years there are two key interconnected factors that have influenced the process of the occurrence of new expressions – the rapid growth of the use of social networks by people and the coronavirus pandemic. Let's deal with some of the mostly used slang expressions which have updated dictionaries for the last 5 years.

In 2018 the word “**hangry**” appeared on the pages of dictionaries unifying in itself “hungry” and “angry”. Actually, the meaning of this word is easy to guess due to its components. However, it was used in the London Magazine for the first time in 1992. Also, the verb “**to instagram**” was added. It means posting any content to Instagram. In 2019 the expression “**chillax**” appeared. It combines in itself two words “chill” and “relax” and means “to party”. Also Merriam-Webster dictionary was replenished with the word “**buzzy**”. It means “causing a stir”. Definitely the quarantine in 2020 made incredible changes not only in people's lives but also in the vocabulary of the spoken language. The pandemic has given us a huge number of new words. Life on the streets stopped at that moment, so people began to broadcast their quarantine weekdays on the Internet. This is how the term “**sharent**” appeared, denoting parents who often share information about their children online. Also, a synonym to the word “media bubble” was added and it is “**information bubble**”. The value is the same: to follow in social networks only the information and news with which you agree. In 2021 the world gradually began to return to our usual course. But news have already engulfed us. So, that is how the expression “**doomscrolling**” appeared describing a constant desire to check the news feed on social networks, wanting to see something new and usually not the most pleasant. In 2022 in the messages a newfangled word “**to at**” appeared. It means “to argue”. A little bit later it entered the dictionary.

New realities and phenomena are permanently changing the language because people want to discuss what is happening. They strive to find more precise definitions for many concepts familiar to us that is why modern colloquial vocabulary now is very rich.

К. Demeschenko

К.О. Демещенко

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

ENGLISH BORROWINGS IN THE ECONOMIC SPHERE

Англоязычные заимствования в экономической сфере

The article researches foreign borrowings in the economic sphere of the Russian and English languages. This article attempts to compare the borrowings in the

economic sphere of the Russian and English languages, highlighting their historical resources, etymology, peculiarities of assimilation and other aspects.

As many linguists point out, in recent years one of the main ways of reflecting changes in languages is borrowing. Considering borrowings in the economic sphere of Russian and English, let us pay attention to the social and cultural context of their development.

Among the borrowings in the economic sphere in Russian we see borrowings from Latin: appeal (appellatio), bonus, denomination (denominatio), calculation (calculus), creditor, license (licentia), etc.; Greek: mortgage (υποθήκη), monopoly (μονοπώλιο), economy (οικονομία) etc.; Polish: instruction (instrukcja), etc., French: letter of credit (lettre de credit) etc.; Italian: bank (banca), discount (tasso di sconto), etc. and other languages. The leading position is occupied by borrowings from English, for example: underwriting, benchmarking, back-office, vending, trend, holding, acquiring, etc.

As for the phonetic-graphic system of the Russian language, it is similar to the systems of European languages, so foreign words from European languages are quite easily adapted to the structure of the Russian language when borrowed (for example, account – аккаунт, acquiring – эквайринг, booking – букинг, deadline – дедлайн, merchandising – мерчандайзинг and etc.). Borrowings in the economic sphere of the Russian language from English are divided into lexico-semantic groups, for example, stock exchange terms: Outsourcing is a process whereby some of a company's work is performed for a fee by another company; banknote(s) – banknote, a bank ticket issued by a state or private issuing bank, the main type of credit money; barter – direct commodity exchange between contractors, goods as a means of payment; dumping – sale of goods and services at artificially low prices. Business terms: corner – actions of a person, firm, group of persons creating an artificial deficit of goods in the market by buying up exchange contracts and real goods in order to take control over the exchange process and inflate prices; marketing – a set of organizational, advertising and other measures that ensure stable sales of products, demand forecasting, correct price selection, advertising strategy; pool – one of the forms of agreements between entrepreneurs, in which the profit goes into a common fund and is then distributed among the participants according to a predetermined proportion.

In Yelabuga Institute a social survey was conducted among sophomores on the topic «Attitude of students to the use of Anglicisms in the Russian language», where, when asked about the reasons for using Anglicisms in speech, 57.1% of students answered that «it is easier and faster for them to explain what they want to say». 28.6% – «to concretize the meaning of the Russian word», «there is no such term in the Russian language». 7.1% – «it is fashionable». And as a result of analyzing the answers to the task to write 5 frequently used economic Anglicisms, a list of words arranged by popularity was created: marketing, brand, business, management, manager, investment, price list, offshore, default, leasing [1].

In this way, words defining new realities and having great importance are currently functioning in the modern Russian language. In terms of frequency of use they exceed Russian analogues, most of the borrowed words have become irreplaceable. In the process of assimilation foreign-language words undergo changes, obeying the laws of development of the Russian language, they adapt to Russian word formation, grammatically fit into the Russian environment. The use of economic terminology and its activation in the special terminosphere is a feature of our time.

Reference

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D. Dzemidovich

Д.И. Демидович

БГЭУ (Минск)

Научный руководитель Г.Е. Казючич

TRENDS IN THE DEVELOPMENT OF THE LINGUISTIC ENVIRONMENT IN THE PROCESS OF GLOBALIZATION

Тенденции развития языковой среды в условиях глобализации

Goal: to create an initial theoretical understanding of the best ways to develop the linguistic and cultural environment based on the influence of the globalization process.

Relevance of the study: Globalization currently has a huge scale and importance in people's lives, its influence on the linguistic environment is enormous, and with a competent approach to the joint development of the process of globalization and the development of the linguistic environment, it is possible to avoid a social crisis and usher in a new stage in the development of humanity, deprived of a number of linguistic and cultural problems.

Language is primarily a means of communication, transmission of information, expression of feelings and emotions, and has a secondary function of reflecting national culture, ethnic identification and demonstrating the traditions of the people who consider this language their native language.