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BLEND VS БЛЕНД IN THE MAIN MODULE
OF THE RUSSIAN NATIONAL CORPUS

Blend vs бленд в основном модуле
Национального корпуса русского языка

Translanguaging, when inclusions from different language(s) are used in communication in a certain language, is considered to be the prominent feature of the modern linguocultural environments. The aim of this paper is to reveal whether this statement is true. For this purpose the lexeme *blend*, which is considered to be one of the newer borrowings in the Russian language from English, has been chosen and possibilities of the main module of the Russian National Corpus (RNC for short) used in order to show when and how this lexeme is used in Russian texts: as an English inclusion or as a borrowing written in cyrillics.

The creators of RNC introduce this electronic resource in the following manner: «The Russian National Corpus represents both the language of previous eras and the modern Russian, in its sociolinguistic varieties: standard, substandard, colloquial, dialectal. The RNC includes, in particular, fiction texts (prose, poetry, drama, recorded movie dialogues) of a cultural as well as linguistic significance. But RNC is by no means only a corpus of belles-lettres or a model of exemplary language. The collection of the texts represents speech genres in all their diversity: memoirs, essays, journalism, popular science and

academic literature, recordings of public speeches and private conversations, letters, messages, diaries, blogs private documents, amateur poetry, etc.» [1].

There are 19 occurrances of the English lexeme *blend* used in 11 documents in the RNC. As an inclusion this lexeme is used in names, for example of the toothpaste *"blend-a-med"*, engine oil *"Quaker State Synthetic* Blend" or whiskey brands, for instance, *"The Buchanan Blend"*. More often this lexeme is used to nominate the sort of whiskey "blend whiskey". Let us pose only one example: *Получился новый класс напитков* — blend *whisky*. English inclusion can also denote the name of the technical option, for example: *Совместное наблюдение карты и снимка путем открывания одного изображения по другому (опция Swipe) или изменения прозрачности (опция* Blend*) ...».*

The word *бленд* is a transliteration of the English lexeme. It appears in 55 samples found in 10 documents. Occurrences of *бленд* are mainly related to the same classes of objects, they are: the name of toothpaste (*...полный рот пены от зубной пасты «Бленд-а-мед»*), in some cases this name follows grammatical rules of Russian (*...непременно чистит зубы «бленд-а-медом»*); the sort of whiskey (*...и вот уже бленд виски оказывается сложным напитком*). Lexeme *бленд* can be homonymic to the family names (*Кристофер* Бленд, *Томас* Бленд, etc.) and can be used to nominate blended substances (*...сделать* бленд *(чайную смесь)...*).

The main module of RNC provides an option, which allows to observe distribution of the lexeme usage by year. The distributions for the occurrences of *blend* and *бленд* show that the first Russian text, in which both *blend* and *бленд* were used, was written in 1821. Thus they cannot be considered as new borrowings. At the same time only beginning from 1990 their occurrences in Russian texts slightly increase, though the quantity of the English inclusions exceeds that of the samples written in cyrillics. As the main module of RNC incorporates only limited number of scientific texts, including those in linguistics, no occurrences of complex special nouns or terminological combinations like *lexical blends* or *слова-бленды* have been found.

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