

АНАЛИЗ АНГЛИЙСКИХ ЗАИМСТВОВАНИЙ В ОБЛАСТИ КОМПЬЮТЕРНЫХ
ТЕХНОЛОГИЙ, ПОЛИТИКИ И ЭКОНОМИКИ
ANALYSIS OF ENGLISH BORROWINGS IN THE LANGUAGE OF COMPUTER
TECHNOLOGIES, POLITICS AND ECONOMICS

В работе проводится краткий анализ заимствований из английского языка, пришедших за последние годы в области политики, экономики и компьютерных технологий.

The purpose of the study is two-fold: to analyze the English borrowings identified in the corpus and to establish the status of the borrowings in terms of the Russian language policy. Our interest to the phenomenon is motivated not only by the growing rate of “uncontrolled” English borrowings, but also by the fact that the phenomenon of English borrowings in specified areas occurs in other languages. The present study analyzes the use of English borrowings in a corpus of recent weekly periodicals and computer journals. The design of the study includes the identification, classification of the borrowings, and examination of the language policy regarding their use.

The main source of the language policy are dictionaries published under the guidance of Vinogradov Institute of the Russian Language of the Russian Academy of Sciences (IRL RAN). The use of borrowings is determined and regulated by their official inclusion in these dictionaries. The decision on including the borrowings into the dictionaries is undertaken mostly intuitively, based on the knowledge and experience of lexicologists.

The donor language and a language-receptor come into contact especially in the fields where new advances take place. The English borrowings have also been labeled as anglicisms, neologisms, and calques. Anglicisms are defined as the items taken from English without any modification. Calques occur when the terms taken from the donor language are translated into the receptor language partially or totally. Neologisms are those lexical or semantic items created to name new inventions or concepts.

Braiter highlighted some general causes of this borrowing and one of them – absence of the corresponding word or conception in the receptor-language. Inghult in his study of anglicisms in German and Swedish proposed the other factor for the adoption of foreign terms: German and Swedish speakers seem to have a positive attitude toward Anglo-American culture. Another contributing factor is that the majority of inventions and advances, especially in science and technology, geographically concentrated in English speaking environments (the USA, England). Languages such as Russian do not go fast enough in terms of coining new terminology to name new inventions. Besides, US political, economical and technological influence is substantial enough to result in adopting English words to name common things.

A small corpus of written Russian was collected in the last issue of on-line journals “Upgrade” and “Computer Automation World” for the purpose of identifying the borrowings in a computer-related field. In addition a total of 2000 words were collected from weekly periodicals “Itogi” and “Profile” to analyze English borrowings in political and financial areas. In the table below we classify the borrowings into three categories established earlier (Table 1).

Table 1. Type of borrowings in the specified periodical issues.

An glicism	Neologisms	Calque
COMPUTER – RELATED FIELD		
Browser, Cd-rom, Chip, E-mail, Hard drive, Hardware, PC, Ram, Site,	Гаджет, Гигабайт, Информатизация, Картридж, Мобайл, Мультимедиа, Портал, Формат, Хакер	Всемирная паутина, Домашняя страничка, Жесткий диск, Закладка, Оптическая мышь,

Software Web		Ячейка памяти
FINANCIAL AREA		
Developing company, PR	Девелопмент, Менеджмент, Маркетинг, Пролонгация, Венчурный, Мейнстрим, Консалтинг	Горячие деньги, Денежная инъекция
POLITICAL LIFE		
Exit poll	Инаугурация, Лузер, Саммит, Рейтинг, Электорат, Эвентуальный	Бархатная революция, Голубые фишки

Comparisons with computer related Spanish demonstrate that all anglicisms listed in Table1 have been also borrowed and used as anglicisms by Spanish speakers. The anglicism *E-mail* has been included in, however Russian speakers cannot adjust to the new form of the old anglicism. V.V.Lopatin suggested writing the word in Latin letters then the apostrophe and the appropriate declension, i.e. “по mail’лу”. The borrowed collocation *developing company* despite its wide use has not been accepted by the lexicologists, and its exact meaning (a kind of bureau whose business includes complex management of projects of investment in real property.) is difficult to guess unless one is involved into corresponding business. The word *management* has been included in and used instead of the Russian equivalent while referring to the word *manage* in the meaning “to guide”, “to be at the head of”. The word *venture* (neologism *венчурный*) is one of the latest borrowings and in the adopted form means financing of new risky projects.

Political arena is one of the areas where new conceptions take place. The collocation *exit poll* is now used in mass media, although it has been included into none of the dictionaries. The word *electorate* has been borrowed with its original meaning and included into.

Eventual, marketing, prolongation – all these words have already been included into, while *consulting, promoter, supervisor* are not considered to have come to our language. Based on the lexicologist’s opinion, we can suppose that some of the borrowings are lacking vitality due to their incomprehensibility.

The analysis of recent English borrowings in the computer field, financial and political areas identified in the corpus demonstrated that the majority of English borrowings comes in the form of neologisms and calque. The comparison of two language-receptors shows that the Russian and Spanish computer languages adopt exactly the same anglicisms.

The analysis revealed two problems. First, the Russian language policy established by Vinogradov Institute of Russian Language RAN focusing on appropriate use of words is not effective enough when dealing with the problem of English borrowings. Namely, lexical modernization carried out by IRL RAN is not dynamic enough with the rhythm of new terminology to be labeled in Russian, leaving the space for English words which penetrate to be used widely. Secondly, the Russian speakers do not see the use of foreign words as a problem. It seems necessary to implement more efficient ways of disseminating the information through the media regarding lexical suggestions and words that substitute the borrowings already identified.