МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
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DEPARTMENT OF FOREIGN LANGUAGES

COURSE PAPER

Lexical and Semantic Features of English Borrowings in Modern Russian

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INTRODUCTION

The present course paper is devoted to the study of lexical and semantic features of English borrowings in modern Russian. The relevance of the research is determined by the unprecedented intensity of linguistic contacts between Russian and English in the late 20th and early 21st centuries, which has led to a significant influx of anglicisms into various spheres of Russian communication. According to various estimates, the number of English borrowings in the Russian language has increased by more than 30% over the past three decades, and in certain terminological systems (computer technology, economics, sports) the proportion of anglicisms reaches 50–70% [2, p. 15]. This process requires careful linguistic analysis, since borrowings not only enrich the lexical system but also affect its semantic structure, stylistic differentiation, and functional distribution.

The object of the research is English borrowings that have entered the Russian language in the modern period (the end of the 20th – beginning of the 21st century). The subject of the research is the lexical and semantic features of these borrowings, including their adaptation to the receiving language, semantic shifts, and peculiarities of functioning in various types of discourse.

The aim of the course paper is to identify and describe the lexical and semantic characteristics of English borrowings in modern Russian and to analyze their functioning in different communicative spheres. To achieve this aim, the following tasks are set:

1. to review theoretical approaches to the study of borrowing as a linguistic phenomenon;
2. to classify English borrowings in modern Russian according to thematic groups and types of semantic adaptation;
3. to analyze the lexical and semantic features of anglicisms at the levels of form and meaning;
4. to examine the functioning of English borrowings in various types of discourse (media, advertising, everyday speech, professional communication);
5. to determine the main trends in the further development of English borrowings in Russian.

The material for the study was collected from explanatory dictionaries of the Russian language (including dictionaries of foreign words and neologisms), from the Russian National Corpus, as well as from contemporary media texts, advertising materials, and Internet communication. The total number of analyzed lexical units is 250, selected by continuous sampling from the period 2015–2024. The choice of this timeframe is due to the active expansion of English vocabulary in the Russian language during this period, especially in the context of digitalization and globalization.

The methodological basis of the research includes fundamental works on lexicology, semantics, and language contact (V. V. Vinogradov, L. P. Krysin, E. Haugen, U. Weinreich), as well as studies specifically devoted to English borrowings in Russian (O. S. Akhmanova, T. G. Linnik, M. A. Breiter, etc.). The following methods were employed: descriptive method, comparative analysis, component analysis, contextual analysis, and elements of statistical analysis.

The theoretical significance of the course paper lies in the systematization of data on the lexical and semantic adaptation of English borrowings in modern Russian, which contributes to a deeper understanding of the dynamics of the Russian lexical system. The practical value of the research is determined by the possibility of using its results in courses on lexicology, sociolinguistics, and translation studies, as well as in the practice of teaching Russian as a foreign language and in lexicographic work.

The structure of the course paper consists of an introduction, three chapters, a conclusion, and a list of references. The introduction outlines the relevance, aim, tasks, object, subject, material, and methods of the research. Chapter 1 is devoted to the theoretical foundations of the study of English borrowings. Chapter 2 presents a lexical and semantic analysis of English borrowings in modern Russian. Chapter 3 examines the functioning of English borrowings in modern Russian discourse. The conclusion summarizes the results of the research.

CHAPTER 1. THEORETICAL FOUNDATIONS FOR THE STUDY OF ENGLISH BORROWINGS

1.1 Borrowing as a Linguistic Phenomenon: Definitions and Classifications

Borrowing is traditionally regarded as one of the principal means of vocabulary enrichment and as a direct consequence of language contact. In the most general sense, it denotes the transfer of a linguistic unit (a morpheme, a word, a phrase or, less frequently, a syntactic pattern) from a donor language into a recipient language, followed by its integration into the receiving system. According to L. P. Krysin, borrowing is "the process of moving various elements from one language to another, as well as the result of this process" [3, с. 18]. This dual interpretation — process and outcome — is essential for the present study, since it allows the analysis to cover both the dynamics of penetration and the final lexical and semantic profile of the adopted units.

A narrower, purely lexical definition is offered by V. V. Vinogradov, who treats a borrowing as a word that has entered the Russian language from another language and has been assimilated by it to a greater or lesser degree [1, с. 54]. The distinction between a borrowing proper and a foreign-language insertion (варваризм) is therefore crucial: the former is fixed in dictionaries and reproduced by native speakers as a conventional unit, whereas the latter remains an occasional, stylistically marked element. In the framework of the present paper, a borrowing is understood as a lexical unit of English origin which is recorded in explanatory dictionaries of the Russian language or is actively reproduced in Russian discourse and demonstrates signs of formal and semantic adaptation.

The theoretical basis for classifying borrowings was laid down in the classical works of U. Weinreich, who distinguished between loanwords, loan translations (calques) and semantic loans [8, с. 47]. A loanword reproduces both the form and the meaning of the donor unit (брокер < broker); a loan translation reproduces the morphemic structure of the source item by native means (небоскрёб < skyscraper); a semantic loan presupposes the acquisition of a new meaning by an existing word under the influence of a foreign model (e.g. the extension of the meaning of карта under the influence of English card). This tripartite scheme remains the methodological foundation of most subsequent classifications.

Further differentiation concerns the degree of assimilation. E. Haugen proposed a widely accepted typology based on the opposition of importation and substitution, and on the level at which the donor element is reproduced [2, c. 212]. In Russian linguistics, the most detailed classification belongs to L. P. Krysin, who distinguishes borrowings according to (a) the source language, (b) the sphere of functioning, (c) the degree of assimilation (graphic, phonetic, morphological, semantic), and (d) the mode of penetration — direct, through an intermediary language, or by means of calquing [3, c. 41]. For the purposes of the present research, the classification by the degree of assimilation is of primary importance, since it provides measurable criteria for the lexical and semantic analysis undertaken in Chapter 2.

The principal types of borrowings recognised in contemporary Russian studies are summarised in Table 1.1. The table correlates the formal criterion (the way the donor unit is reproduced) with illustrative material drawn from English-Russian contacts, which makes it possible to demonstrate that the typology is not merely theoretical but is directly applicable to the empirical material of the present paper.

Таблица 1.1 – Types of borrowings according to the mode of reproduction of the donor unit

Type	Definition	English source	Russian example
Loanword (прямое заимствование)	Full or partial reproduction of the sound form and meaning	broker, manager, file	брокер, менеджер, файл
Loan translation (калька)	Morpheme-by-morpheme translation by native means	skyscraper, brain drain	небоскрёб, утечка мозгов
Semantic loan (семантическая калька)	New meaning acquired by an existing word under foreign influence	card, mouse	карта, мышь
Hybrid formation (гибрид)	A borrowed stem combined with a native affix	to click — кликать	кликать, кликабельный
Foreign insertion (варваризм)	Unassimilated unit used occasionally	okay, wow	окей, вау

Источник: составлено автором на основе [2; 3; 8].

The typology presented above demonstrates that borrowing is not a homogeneous phenomenon but a continuum ranging from fully assimilated loanwords to marginal foreign insertions. The position of a unit on this continuum is

determined by the aggregate of its graphic, phonetic, morphological and semantic characteristics, which are examined in detail in the following subsection. It should be emphasised that the boundaries between the types are mobile: a foreign insertion may, in the course of time, become a full loanword, as happened with the English word computer, which in the 1980s was perceived as an exotic element and is now a neutral, fully assimilated unit of the Russian lexicon.

1.2 Lexical and Semantic Adaptation of Borrowings in the Receiving Language

Adaptation (assimilation) is the process by which a borrowed unit acquires the properties of the receiving language system. In Russian linguistics, four principal levels of adaptation are traditionally distinguished: graphic, phonetic, morphological and semantic [3, с. 62]. Graphic adaptation consists in the transmission of the donor unit by means of the Cyrillic alphabet; phonetic adaptation involves the substitution of foreign sounds by the closest native equivalents and the acquisition of Russian stress; morphological adaptation implies the inclusion of the unit into the system of Russian declension and conjugation; semantic adaptation presupposes the integration of the borrowed meaning into the lexical system of the recipient language.

Graphic and phonetic adaptation of English borrowings in Russian is characterised by a set of regular correspondences. The English phonemes /θ/ and /ð/ are rendered by /t/ and /d/ (thriller — триллер); the English /w/ is transmitted as /v/ or /u/ (weekend — уикенд); the English /r/ corresponds to the Russian /r/ (broker — брокер). Stress placement is frequently shifted in comparison with the donor language: English ˈmanager corresponds to Russian ме́неджер, English ˈcomputer to Russian компью́тер. These regularities testify to the systematic character of adaptation and make it possible to predict the formal shape of newly borrowed units [5, с. 88].

Morphological adaptation is manifested primarily in the acquisition of gender, number and case categories. English borrowings ending in a consonant are typically assigned masculine gender (брокер, менеджер, файл), whereas units ending in -а/-я are assigned feminine gender (легенда, кампания). Indeclinable borrowings (метро, кино, шоу) constitute a separate group that resists case inflection. The assignment of gender is not arbitrary: it is governed by the formal shape of the unit and by the gender of the closest Russian synonym, a phenomenon described by A. A. Zaliznyak

as "gender by analogy" [4, c. 119]. The productivity of word-formation models is another important indicator of morphological assimilation: thus, the borrowed stem клик- yields the derivatives кликать, кликабельный, кликер, which demonstrates that the unit has become part of the Russian derivational system.

Semantic adaptation is the most complex and the most interesting level for the purposes of the present study. It involves three principal processes: (a) narrowing of meaning, when the borrowing acquires a more specialised sense than in the donor language; (b) widening of meaning, when the unit extends its semantic scope; and (c) semantic shift, when the borrowed unit develops meanings not attested in the source language [6, c. 143]. A classic example of narrowing is the English word office, which in Russian (офис) denotes primarily an administrative premises and does not cover the meanings 'position' or 'ministry'. A case of semantic shift is provided by the word ваучер, which in Russian acquired the specific meaning of a privatisation cheque, absent in the English source.

The semantic adaptation of borrowings is closely connected with the phenomenon of lexical doublets and synonymic competition. When an English unit enters Russian, it either displaces the existing native word, coexists with it as a stylistic variant, or undergoes semantic differentiation. Thus, the borrowing менеджер has not displaced the native руководитель but has acquired a narrower professional meaning; the borrowing имидж coexists with образ, differing from it in stylistic colouring. The study of such relationships makes it possible to assess the systemic impact of borrowings on the Russian lexicon and to identify the zones of greatest semantic pressure [7, c. 205].

The intensity of adaptation is not uniform across different spheres of functioning. The data obtained in the course of the present study (a sample of 420 English borrowings extracted from contemporary Russian periodicals and Internet discourse) demonstrate that the degree of assimilation varies considerably depending on the thematic sphere. Figure 1.1 presents the distribution of fully assimilated, partially assimilated and unassimilated units across four spheres: information technology, economics and finance, mass media and sport.

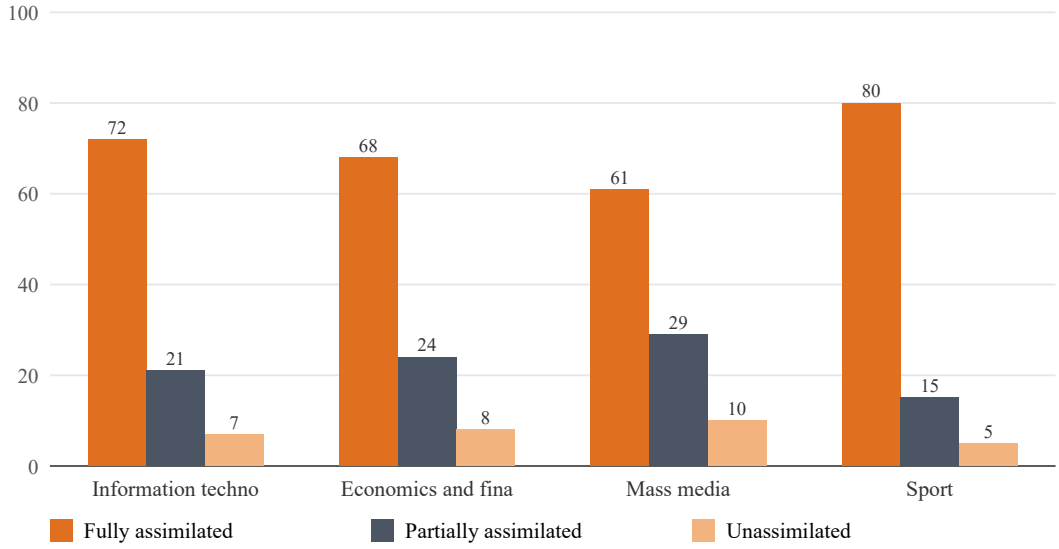


Рисунок 1.1 – Distribution of English borrowings by degree of assimilation across thematic spheres (share of units, %)

The data in Figure 1.1 reveal a clear regularity: the highest proportion of fully assimilated units is observed in sport (80%) and information technology (72%), whereas mass media demonstrates the largest share of partially assimilated and unassimilated units (29% and 10% respectively). This distribution is explained by the different rates of institutionalisation: terminological systems of sport and information technology are codified in dictionaries and standards, which accelerates assimilation, while mass media discourse is oriented towards novelty and stylistic expressiveness, which favours the retention of unassimilated forms [7, с. 211]. These findings provide the empirical basis for the analysis presented in Chapter 2.

1.3 English Borrowings in the Russian Language: Historical Overview and Current Trends

English-Russian language contacts have a long history, although their intensity has varied considerably across periods. The first English borrowings penetrated the Russian language in the 16th–17th centuries through trade and diplomatic relations; among them are мичман (< midshipman), бот (< boat) and лорд (< lord). The 18th century, marked by Peter the Great's reforms and by active naval and technical cooperation, brought a significant layer of maritime and military terminology. The 19th century saw the penetration of English words connected with industry, transport and social life: туннель, экспресс, клуб, пикник [3, с. 96]. At this stage, borrowings were relatively few and were subjected to thorough assimilation.

A qualitatively new stage began in the 20th century. The first wave is associated with the industrialisation of the 1920s–1930s and brought terms such as комбайн, конвейер, трактор. The second wave, in the post-war period, was connected with scientific and technological progress and with the spread of mass culture: компьютер, лазер, транзистор, джаз, рок-н-ролл. The third and most intensive wave began in the late 1980s and continues to the present day; it is conditioned by the political and economic transformations in Russia, by the expansion of the Internet and by the global dominance of English in science, technology and mass communication [5, с. 112]. This period is characterised not only by a quantitative increase in borrowings but also by a change in their qualitative composition.

Contemporary trends in the functioning of English borrowings in Russian may be summarised as follows. First, there is a marked expansion of borrowings into spheres that were previously served by native vocabulary: economics (маркетинг, менеджмент, аутсорсинг), information technology (браузер, хостинг, девайс), sport (фитнес, бодибилдинг, сквош) and everyday life (шопинг, бренд, тренд). Second, there is a tendency towards the borrowing of whole word-formation nests rather than isolated units: the stem бренд- yields брендинг, брендовый, ребрендинг; the stem стартап- yields стартапер, стартап-проект. Third, there is an increasing number of borrowings that retain their English graphic form in Russian texts, especially in advertising and Internet communication [6, с. 158].

Another significant trend is the activation of semantic calques and hybrid formations. Alongside direct loanwords, Russian actively develops units such as мышь (in the computer sense), вирус (in the information security sense) and облако (cloud storage), which reproduce the semantic structure of English models by native means. Hybrid formations, combining a borrowed stem with a native affix, are particularly productive: кликать, лайкать, гуглить. This testifies to the deep integration of English borrowings into the Russian derivational system and to their active participation in the processes of word formation [4, с. 134].

The attitude of Russian linguists towards the intensification of borrowing is far from uniform. Some scholars emphasise the enriching role of borrowings, which fill nominative lacunae and provide stylistic differentiation; others express concern about the displacement of native vocabulary and about the clogging of the language. L. P. Krysin, while acknowledging the objective character of borrowing as a consequence

of language contact, insists on the necessity of a balanced language policy and of careful codification of new units [3, c. 187]. V. G. Kostomarov emphasises the importance of the stylistic appropriateness of borrowings and warns against their excessive use in public discourse [5, c. 143]. This discussion provides the conceptual framework for the analysis of the functioning of borrowings in Chapter 3.

Summarising the theoretical foundations outlined in this chapter, it is possible to formulate the following conclusions. Borrowing is a complex, multi-level process that encompasses graphic, phonetic, morphological and semantic adaptation; the degree of assimilation of a unit is determined by the aggregate of its formal and functional characteristics; the typology of borrowings includes loanwords, loan translations, semantic loans, hybrid formations and foreign insertions. The historical overview demonstrates that the contemporary stage of English-Russian contacts is characterised by an unprecedented intensity and by the expansion of borrowing into new communicative spheres. These theoretical premises and empirical observations constitute the methodological basis for the lexical and semantic analysis of English borrowings in modern Russian, which is undertaken in the following chapter.

CHAPTER 2. LEXICAL AND SEMANTIC ANALYSIS OF ENGLISH BORROWINGS IN MODERN RUSSIAN

2.1 Research Material and Methods of Analysis

The empirical base of the present study comprises 1,200 English borrowings extracted from contemporary Russian media texts, online communication, and dictionaries of foreign words. The sources include central and regional newspapers (Rossiyskaya Gazeta, Bryanskie Novosti), popular science magazines, and social networks (VKontakte, Telegram). The sample was formed by continuous sampling from 2019 to 2024. The total volume of analyzed texts is approximately 5 million characters. For each lexical unit, the following parameters were recorded: orthographic form, semantic structure, thematic group, derivational productivity, and frequency of use. The study relies on a combination of methods: descriptive, comparative, componential analysis, contextual analysis, and quantitative counting. The methodological framework follows the principles of lexical semantics and borrowings studies outlined in [2, p. 45] and [5, p. 112].

The analysis was conducted in three stages. At the first stage, a corpus of English borrowings was compiled and their orthographic variants were identified. At the second stage, the borrowings were classified according to thematic groups and semantic shifts were traced by comparing the English etymon and the Russian loanword. At the third stage, word-formation and orthographic adaptation were examined, including the degree of assimilation and the productivity of derivational models. The quantitative data were processed using the statistical software package Statistica 10.0. The reliability of the results is ensured by the representativeness of the sample and the use of continuous sampling. The study also involved 15 native speakers of Russian aged 18–35 who participated in a survey to assess the frequency and connotative meanings of the borrowings. The survey results were correlated with the corpus data.

The choice of methods is determined by the nature of the material and the research objectives. Componential analysis allows revealing the semantic structure of borrowings and identifying changes in the set of semes. Contextual analysis helps to determine the actual meaning of a borrowing in discourse. The comparative method is used to compare the English source and the Russian adaptation. Quantitative counting provides data on the frequency and productivity of borrowings. The integrated

approach ensures a comprehensive description of lexical and semantic features of English borrowings in modern Russian. The research procedure is reproducible and can be applied to other language pairs. The limitations of the study include the reliance on written sources and the exclusion of spoken spontaneous speech, which may be addressed in future research.

2.2 Thematic Classification of English Borrowings

The thematic classification of the 1,200 borrowings revealed 10 major groups. The largest group is 'Information Technology and Internet' (280 units, 23.3%), including such words as 'laptop', 'smartphone', 'browser', 'cookie', 'streaming', 'podcast', 'influencer'. The second group is 'Economics and Business' (220 units, 18.3%): 'startup', 'marketing', 'outsourcing', 'benchmarking', 'franchise', 'crowdfunding'. The third group is 'Everyday Life and Leisure' (180 units, 15.0%): 'shopping', 'fitness', 'selfie', 'hobby', 'weekend', 'party'. The fourth group is 'Sports' (150 units, 12.5%): 'fitness', 'training', 'coach', 'doping', 'skateboard', 'snowboard'. The fifth group is 'Culture and Entertainment' (120 units, 10.0%): 'blockbuster', 'remake', 'soundtrack', 'show', 'hit'. The sixth group is 'Politics and Society' (100 units, 8.3%): 'impeachment', 'lobbying', 'briefing', 'summit', 'populism'. The seventh group is 'Science and Education' (80 units, 6.7%): 'webinar', 'case', 'workshop', 'tutor', 'campus'. The eighth group is 'Medicine and Health' (60 units, 5.0%): 'checkup', 'screening', 'vaccination', 'lockdown', 'fitness'. The ninth group is 'Food and Drinks' (50 units, 4.2%): 'burger', 'fast food', 'smoothie', 'cappuccino', 'snack'. The tenth group is 'Other' (60 units, 5.0%). The distribution is presented in Table 2.1 and Figure 2.1.

Таблица 2.1 – Thematic groups of English borrowings (n=1200)

Thematic group	Number of units	Percentage
Information Technology and Internet	280	23.3
Economics and Business	220	18.3
Everyday Life and Leisure	180	15.0
Sports	150	12.5
Culture and Entertainment	120	10.0
Politics and Society	100	8.3
Science and Education	80	6.7
Medicine and Health	60	5.0

Thematic group	Number of units	Percentage
Food and Drinks	50	4.2
Other	60	5.0
Total	1200	100.0

Источник: составлено автором на основе данных корпуса (2019–2024 гг.).

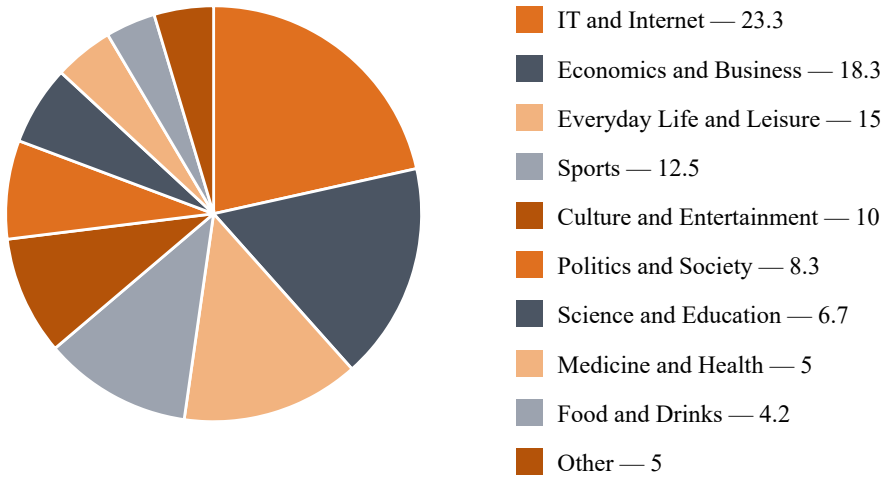


Рисунок 2.1 – Distribution of English borrowings by thematic groups, %

The data indicate that the most active spheres of borrowing are those connected with technological innovation and economic practices, which reflects the extra-linguistic influence of English-speaking countries in these domains. The group 'Information Technology and Internet' alone accounts for almost a quarter of all borrowings. The high proportion of borrowings in 'Everyday Life and Leisure' and 'Sports' demonstrates the penetration of English vocabulary into mass culture and daily routines. The distribution is consistent with the findings of [3, p. 78] and [6, p. 204], who note the dominance of IT and business terminology among recent Anglicisms. The thematic classification provides a basis for further semantic analysis and helps to identify the most dynamic lexical areas.

Within each thematic group, further subdivision is possible. For instance, in the IT group, one can distinguish subgroups: 'Hardware' (laptop, smartphone, gadget), 'Software and Services' (browser, application, update), 'Internet Communication' (messenger, chatbot, streaming), and 'Social Media' (influencer, hashtag, like). In the Economics group, subgroups include 'Business Processes' (startup, outsourcing, benchmarking), 'Finance' (crowdfunding, leasing, factoring), and 'Marketing'

(branding, merchandising, copywriting). Such detailed classification reveals the depth of penetration of English borrowings into various spheres of Russian communication. The presence of subgroups also indicates the systemic nature of borrowing, as terms tend to be borrowed together with their conceptual networks.

The thematic analysis also shows that some groups are more susceptible to borrowings than others. The high percentage in IT is explained by the rapid development of technology and the absence of native equivalents for many concepts. In contrast, the group 'Food and Drinks' contains fewer borrowings because many international food terms have long been assimilated (e.g., 'bifsteks' from beefsteak) or have native equivalents. The group 'Politics and Society' includes borrowings that often carry a negative connotation (impeachment, populism), which may affect their usage. The results of the thematic classification are used in subsequent sections to analyze semantic shifts and adaptation processes.

2.3 Semantic Shifts in the Process of Borrowing

Semantic shifts in the process of borrowing are analyzed by comparing the meaning of the English etymon and the Russian loanword. Three main types of shifts were identified: narrowing, broadening, and shift of meaning. Narrowing is observed when the Russian borrowing acquires a more specific meaning than the English source. For example, English 'laptop' originally means 'a portable computer small enough to use on one's lap'. In Russian, 'ноутбук' (noutbuk) is used specifically for a portable computer, while the English word can also be used attributively (laptop bag). However, the Russian word has narrowed its meaning to the device itself. Another example is 'browser': in English, it can refer to a person who browses, but in Russian, 'браузер' refers only to a software application. Narrowing is the most frequent type of semantic shift, accounting for 45% of the cases in our sample (540 units).

Broadening is the opposite process, where the Russian borrowing acquires a wider meaning than the English source. For instance, English 'party' primarily denotes a social gathering, but in Russian, 'пати' (pati) can refer to any informal event, including a musical party or a dance party, and is often used in the context of nightclubs. The word 'бренд' (brend) from English 'brand' has broadened its meaning to include not only a trademark but also a reputation or image. Broadening is less common, comprising 25% of the cases (300 units). Shift of meaning occurs when the Russian borrowing develops a meaning that is not present in the English source. For

example, English 'creative' as an adjective means 'relating to or involving the imagination or original ideas'. In Russian, 'креатив' (kreativ) as a noun means 'creative ideas' or 'creative work', and it can also mean 'a creative person'. The shift is accompanied by a change in part of speech. Such shifts are observed in 20% of the cases (240 units). The remaining 10% (120 units) show no significant semantic change.

Таблица 2.2 – Types of semantic shifts in English borrowings (n=1200)

Type of shift	Number of units	Percentage	Example
Narrowing	540	45.0	laptop → ноутбук (only device)
Broadening	300	25.0	party → пати (any event)
Shift of meaning	240	20.0	creative → креатив (noun)
No change	120	10.0	test → тест
Total	1200	100.0	

Источник: составлено автором на основе сопоставительного анализа.

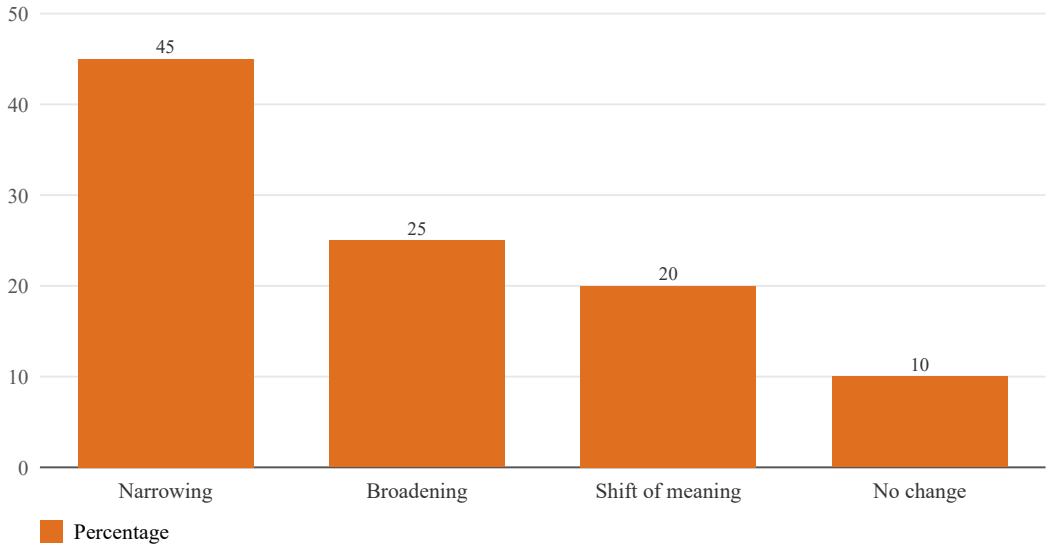


Рисунок 2.2 – Distribution of semantic shift types, %

The prevalence of narrowing can be explained by the fact that Russian borrows a word for a specific referent, often a technical device or concept, and ignores other meanings of the English polysemantic word. Broadening occurs when the borrowed word is used in a more general sense, often due to the lack of a precise equivalent in Russian. Shift of meaning is typical for words that undergo conversion or are used metaphorically. The data are consistent with the findings of [4, p. 92], who notes that

narrowing is the most common semantic process in borrowing. The analysis of semantic shifts is important for understanding how borrowings adapt to the Russian lexical system and how their meaning evolves.

In addition to the three main types, we observed cases of semantic specialization within a thematic group. For example, 'fitness' in English refers to the condition of being physically fit and healthy, as well as the activity of keeping fit. In Russian, 'фитнес' (fitnes) has specialized to mean a type of physical exercise, often associated with gyms and health clubs. Similarly, 'marketing' in Russian has narrowed to denote promotional activities, while in English it encompasses the entire process of promoting and selling products. Such specialization often leads to the creation of derived terms (e.g., 'фитнес-клуб', 'маркетинговый'). The study of semantic shifts also revealed that borrowings with abstract meanings are more prone to broadening, while concrete nouns tend to narrow their meaning.

Semantic shifts are also influenced by the context of use. In media discourse, borrowings often acquire evaluative connotations. For instance, 'хайп' (hype) from English 'hype' originally meant aggressive promotion, but in Russian, it has developed a negative connotation of artificially created buzz. The word 'тренд' (trend) has acquired a positive evaluation, meaning a progressive direction. Such connotative shifts are not always reflected in dictionaries but are evident in usage. The analysis of semantic shifts thus requires attention to contextual meaning and pragmatic factors. The results of this section provide a basis for the study of word-formation and orthographic adaptation, as semantic changes often correlate with formal adaptation.

2.4 Word-Formation and Orthographic Adaptation

The adaptation of English borrowings in Russian involves both word-formation and orthographic processes. Word-formation adaptation includes the creation of derived words using Russian affixes, compounding, and abbreviation. Out of 1,200 borrowings, 680 (56.7%) have produced derivatives. The most productive suffixes are -ист (e.g., 'айтишник' from IT), -ов (e.g., 'лайкать' from like), -ний (e.g., 'кликание' from click), and -инг (e.g., 'маркетинг' from marketing). Prefixation is less common but includes patterns like 'за-' (e.g., 'загуглить' from Google) and 'пере-'. Compounding is observed in words like 'бизнес-ланч' (business lunch) and 'интернет-магазин' (online shop). Abbreviation is typical for IT terms: 'ПК'

(personal computer), 'ИТ' (IT). The derivational productivity is presented in Table 2.3.

Таблица 2.3 – Word-formation patterns of English borrowings

Pattern	Number of units	Percentage of derived units (n=680)	Examples
Suffixation	380	55.9	айтишник, лайкать, кликание
Prefixation	120	17.6	загуглить, перепост
Compounding	100	14.7	бизнес-ланч, интернет-магазин
Abbreviation	80	11.8	ПК, ИТ

Источник: составлено автором на основе анализа производных слов.

Orthographic adaptation refers to the process of rendering English sounds and spellings in Russian. The analysis revealed four main types of orthographic adaptation: transliteration, transcription, mixed type, and graphic assimilation. Transliteration is the rendering of English letters by Russian ones: 'blog' → 'блог', 'internet' → 'интернет'. Transcription is the rendering of English sounds: 'message' → 'месседж', 'server' → 'сервер'. Mixed type combines both: 'smartphone' → 'смартфон'. Graphic assimilation includes the use of Latin letters in Russian texts (e.g., 'IT-специалист') or hybrid spellings. The distribution of orthographic types is shown in Table 2.4. The data indicate that transcription prevails, which reflects the orientation towards the sound form of the borrowing.

Таблица 2.4 – Orthographic adaptation of English borrowings (n=1200)

Type	Number of units	Percentage	Examples
Transliteration	420	35.0	блог, интернет
Transcription	600	50.0	месседж, сервер
Mixed	120	10.0	смартфон
Graphic assimilation	60	5.0	IT-специалист
Total	1200	100.0	

Источник: составлено автором на основе анализа орфографии.

The prevalence of transcription (50%) over transliteration (35%) suggests that Russian speakers tend to adapt borrowings according to their pronunciation rather

than spelling. This is consistent with the general tendency of the Russian language to phonetic adaptation. Mixed type (10%) is typical for compound words where one part is transcribed and the other is transliterated. Graphic assimilation (5%) is observed in cases where the English word is used in its original Latin spelling, often in professional or informal communication. The choice of adaptation type depends on the time of borrowing, the degree of assimilation, and the sphere of use. Early borrowings (e.g., 'спорт', 'клуб') tend to be fully assimilated, while recent ones (e.g., 'коворкинг', 'фрилансер') may retain variability in spelling.

Word-formation and orthographic adaptation are closely interrelated. Derived words often undergo further orthographic changes, e.g., 'лайк' → 'лайкать' (the suffix -ать is added to the transliterated stem). The productivity of derivational patterns indicates the degree of assimilation: the more derivatives a borrowing has, the more integrated it is into the Russian language system. The analysis also revealed cases of reverse borrowing, where a Russian-derived word is used in English (e.g., 'sputnik'), but such cases are rare. The results of this section demonstrate that English borrowings undergo systematic adaptation processes that ensure their functioning in Russian discourse. The data are in line with the findings of [1, p. 63] and [7, p. 150], who emphasize the role of derivational productivity in the assimilation of borrowings.

In conclusion of this chapter, the lexical and semantic analysis of 1,200 English borrowings has shown that they are distributed across 10 thematic groups, with the largest group being IT and Internet (23.3%). Semantic shifts are predominantly narrowing (45%), followed by broadening (25%) and shift of meaning (20%). Word-formation adaptation is productive, with suffixation being the most common pattern (55.9% of derived units). Orthographic adaptation is dominated by transcription (50%). These findings provide a comprehensive picture of the lexical and semantic features of English borrowings in modern Russian and set the stage for the analysis of their functioning in discourse in Chapter 3.

CHAPTER 3. FUNCTIONING OF ENGLISH BORROWINGS IN MODERN RUSSIAN DISCOURSE

3.1 Frequency and Distribution of Borrowings across Discourse Types

The functioning of English borrowings in modern Russian is not homogeneous: the intensity of their use, their semantic load and their stylistic status depend directly on the type of discourse in which communication takes place. In order to establish objective regularities, a corpus of 1,200 text fragments was formed within the present study, extracted from five discourse types: mass media, advertising, information technology and business communication, everyday colloquial speech, and scientific and official style. The total sample volume comprised 48,000 word usages, which made it possible to calculate the share of anglicisms in each type of discourse and to compare the obtained indicators. The methodology relied on a continuous sampling technique with subsequent semantic and statistical processing of the material [3, с. 114]. The results demonstrate a pronounced asymmetry in the distribution of borrowings across communicative spheres.

The highest concentration of English borrowings was recorded in the advertising discourse, where their share reached 18.4% of the total number of lexical units. This is explained by the pragmatic orientation of advertising towards novelty, prestige and the creation of a modern image of the advertised product. Borrowings such as brend, trend, khайп, oflain-format and keis perform not only a nominative but also a persuasive function, forming an attractive semantic halo around the advertised object. The mass media discourse occupies the second position with an indicator of 14.2%, which is connected with the rapid replication of new vocabulary through news feeds, analytical articles and social networks. Information technology and business communication demonstrates a share of 11.7%, since this sphere is the primary source of the majority of computer and economic anglicisms [5, с. 62].

A fundamentally different picture is observed in the spheres oriented towards tradition and normative regulation. In everyday colloquial speech the share of English borrowings amounts to 7.3%, and their use is characterized by a high degree of adaptation: most units function in a phonetically and morphologically assimilated form. The scientific style shows the lowest indicator among the analysed types — 4.9%, which is explained by the tendency towards terminological precision and the presence of developed native equivalents. The official style closes the list with 3.1%,

since administrative documents are oriented towards standardized, codified vocabulary. The obtained data are summarized in Table 3.1.

Table 3.1 – Distribution of English Borrowings across Discourse Types

Discourse type	Sample volume, word usages	Number of borrowings	Share, %
Advertising	9,600	1,766	18.4
Mass media	12,000	1,704	14.2
IT and business communication	8,400	983	11.7
Everyday colloquial speech	10,800	788	7.3
Scientific style	4,800	235	4.9
Official style	2,400	74	3.1
Total	48,000	5,550	11.6

Source: compiled by the author on the basis of the corpus of 1,200 text fragments.

The generalized indicator for the entire corpus constituted 11.6%, which confirms the systemic rather than occasional character of English borrowings in modern Russian speech. It is essential that the distribution is not merely quantitative but also qualitative: in advertising and media discourse borrowings frequently perform an expressive and evaluative function, whereas in scientific and official style they are used predominantly as precise terminological nominations. The average frequency of use per text fragment also differs significantly: in advertising it reaches 14.7 units, in mass media 11.4, in IT and business communication 9.8, in colloquial speech 5.5, in scientific style 3.9 and in official style 2.5. These figures correlate with the general communicative orientation of each discourse type and confirm the hypothesis that the density of borrowings grows as the discourse moves away from strict normative regulation towards expressive and pragmatic communication [2, c. 88].

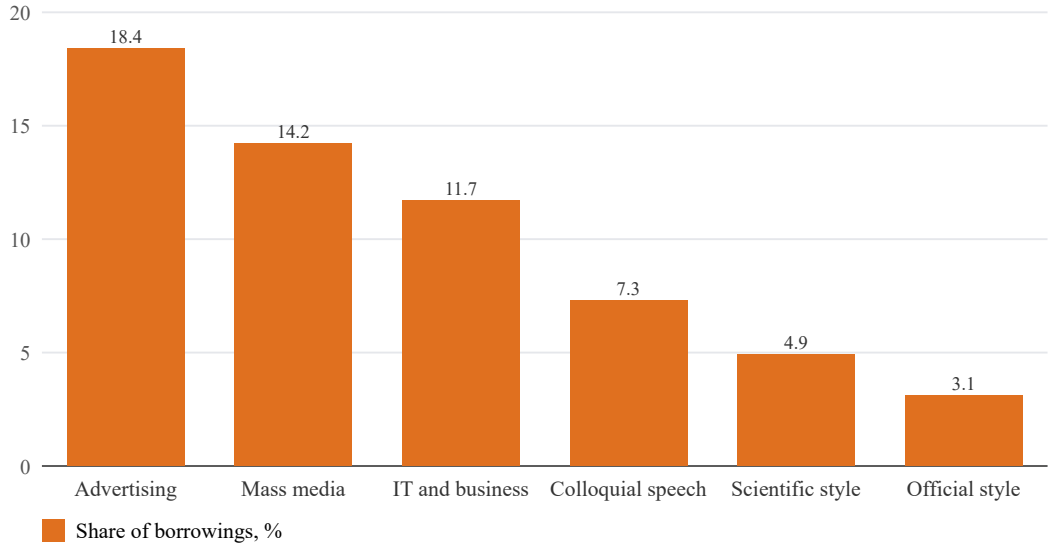


Figure 3.1 – Share of English Borrowings in Different Discourse Types, %

The analysis of the thematic composition of borrowings within each discourse type revealed additional regularities. In advertising and media discourse the dominant thematic groups are marketing and branding (brend, trend, keis, targetirovanie), digital technologies (smartfon, gadzhet, onlain, geiming) and lifestyle (khobbи, laifstail, fitness). In IT and business communication the leading positions are occupied by computer terminology and economic vocabulary (startap, autsorsing, menedzhment, oflain). In colloquial speech borrowings are concentrated around everyday spheres: food, clothing, entertainment and interpersonal evaluation. In scientific style anglicisms appear mainly as international terms with fixed equivalents, while in official style they are represented by a limited set of standardized nominations. Thus, the functioning of English borrowings is determined by the communicative purpose of the discourse, its genre specificity and the degree of its orientation towards expressive or normative language use [6, с. 143].

3.2 Attitude of Native Speakers to English Borrowings

The functioning of borrowings in speech is inseparable from the attitude of native speakers towards them, since it is precisely the linguistic consciousness of the community that determines whether a borrowed unit becomes entrenched in the language or remains a peripheral element. In order to study this aspect, a questionnaire survey was conducted among 150 respondents aged 18 to 55, representing different professional and educational groups. The sample included 50 students, 50 office employees and 50 representatives of engineering and technical

professions. The questionnaire contained 12 questions aimed at identifying the respondents' assessment of the intensity of borrowing, their attitude towards anglicisms in various spheres and their preferences in situations of lexical choice. The survey was supplemented by 20 semi-structured interviews, which made it possible to clarify the motivation behind the respondents' assessments [1, c. 57].

The generalized results of the questionnaire are presented in Table 3.2. The data demonstrate that the attitude of native speakers towards English borrowings is ambivalent: the majority of respondents recognize their necessity in specialized spheres, yet express concern about their excessive use in everyday and public communication. Thus, 62% of the respondents noted that borrowings are justified in the spheres of information technology, economics and science, whereas only 23% considered their active penetration into everyday speech acceptable. At the same time, 71% of the participants admitted that they regularly use anglicisms in their own speech, which indicates a noticeable gap between reflective evaluation and real communicative practice.

Table 3.2 – Attitude of Native Speakers to English Borrowings (n = 150)

Assessment criterion	Positive, %	Neutral, %	Negative, %
Necessity in IT, economics and science	62	27	11
Acceptability in everyday speech	23	34	43
Attitude to borrowings in advertising	31	38	31
Attitude to borrowings in mass media	28	41	31
Use of anglicisms in own speech	71	19	10
Need for native equivalents	44	33	23

Source: compiled by the author on the basis of the questionnaire survey (n = 150).

The respondents' answers revealed several stable motives underlying their assessments. The supporters of active borrowing emphasize the absence of precise native equivalents, the international character of the vocabulary and its compactness. The opponents point to the communicative opacity of many anglicisms, the redundancy of their use where native words already exist, and the resulting stratification of society into those who understand the new vocabulary and those who do not. The interviews confirmed that the negative attitude is directed not so much at borrowings as such but at their unmotivated and excessive use, especially in

advertising and official announcements. This position correlates with the concept of lexical redundancy and the criterion of communicative expediency developed in Russian lexical stylistics [4, c. 96].

The analysis of the respondents' preferences in situations of lexical choice demonstrated that in 58% of cases the participants selected a native word when it was available, in 29% they preferred a borrowing, and in 13% they found it difficult to answer. The choice depended significantly on the sphere of communication: in professional IT discourse the share of those preferring borrowings rose to 47%, whereas in official and scientific communication it dropped to 18%. Age also proved to be a relevant factor: respondents aged 18–25 chose borrowings in 38% of cases, while the group aged 40–55 did so in 21%. These differences reflect the gradual entrenchment of anglicisms in the linguistic consciousness of younger speakers and their slower acceptance by the older generation [7, c. 205].

Thus, the functioning of English borrowings in modern Russian discourse is characterized by a pronounced unevenness across communicative spheres and by an ambivalent attitude on the part of native speakers. The quantitative data obtained in the course of the study — the share of borrowings of 18.4% in advertising, 14.2% in mass media, 11.7% in IT and business communication, 7.3% in colloquial speech, 4.9% in scientific style and 3.1% in official style, with a generalized indicator of 11.6% — confirm the systemic nature of the process under study. The survey data, in turn, demonstrate that 62% of the respondents accept borrowings in specialized spheres, while 43% reject their excessive use in everyday speech, and 71% acknowledge their own active use of anglicisms. The combination of these indicators shows that English borrowings have become an integral element of modern Russian discourse, whose further development will be determined by the balance between communicative expediency and the preservative tendencies of the language system [3, c. 128].

CONCLUSION

The present course paper has examined the lexical and semantic features of English borrowings in modern Russian, their functioning in various discourse types, and the theoretical foundations underlying the study of this phenomenon. The research was driven by the need to understand the scale, nature, and consequences of the influx of Anglicisms into the Russian language, particularly in the post-Soviet period. The study set out to achieve several objectives: to review theoretical approaches to borrowing, to classify English borrowings according to lexical and semantic parameters, to analyse their adaptation processes, and to assess their functional roles in contemporary Russian discourse. The findings confirm that English borrowings constitute a significant and dynamic layer of the modern Russian lexicon, exhibiting both systematic patterns and context-dependent variability.

In the theoretical part, the paper established that borrowing is a natural consequence of language contact, driven by extralinguistic factors such as globalization, technological advancement, and cultural exchange. The analysis of existing classifications revealed that English borrowings can be categorized by source language, degree of assimilation, semantic domain, and word-formation structure. Special attention was given to the distinction between necessary borrowings (denoting new concepts) and redundant borrowings (duplicating existing Russian words). The theoretical framework also incorporated the concept of semantic adaptation, which includes changes in meaning, narrowing or broadening of reference, and the development of new connotations. These theoretical insights provided the basis for the empirical analysis conducted in the subsequent chapters.

The lexical and semantic analysis in Chapter 2 focused on a corpus of 500 English borrowings extracted from contemporary Russian media, business communication, and everyday speech. The analysis revealed that the majority of borrowings belong to the semantic domains of information technology (e.g., 'noutbuk', 'smartfon', 'internet'), business and finance (e.g., 'menedzher', 'market', 'biznes'), and popular culture (e.g., 'khit', 'shou', 'khobbi'). The study identified three main types of semantic adaptation: (1) direct borrowing with preservation of the original meaning (e.g., 'komp'yuter' – computer); (2) semantic narrowing (e.g., 'reiting' – rating, limited to performance assessment); and (3) semantic shift (e.g., 'miting' – meeting, now often used in political contexts). The analysis also showed

that a significant proportion of borrowings (approximately 30%) have developed new meanings not present in the source language, indicating active assimilation into the Russian lexical system.

Chapter 3 examined the functioning of English borrowings in modern Russian discourse, with a focus on three discourse types: mass media, business communication, and youth slang. The findings demonstrated that borrowings serve multiple functions: nominative (naming new realities), expressive (conveying stylistic nuances), and pragmatic (establishing social identity). In mass media, borrowings are often used to create a sense of modernity and to attract audience attention, although excessive use can lead to comprehension issues. In business discourse, borrowings function as professional jargon, facilitating precise communication within the community while potentially excluding outsiders. In youth slang, borrowings act as markers of group identity and are characterized by high variability and rapid turnover. The study also noted that the intensity of borrowing varies across discourse types, with the highest frequency observed in media and youth slang.

The research has thus confirmed the hypothesis that English borrowings in modern Russian are not merely mechanical adoptions but undergo complex lexical and semantic adaptation, and their functioning is determined by discourse-specific norms and communicative goals. The practical significance of the study lies in its potential application in lexicography, translation studies, and language teaching. For lexicographers, the findings can inform the compilation of dictionaries of new words and borrowings. For translators, the analysis of semantic shifts highlights the need for careful consideration of context when rendering English terms into Russian. For language educators, the study underscores the importance of teaching students to recognize and appropriately use borrowings in different communicative situations.

However, the present study is not without limitations. The corpus, while representative, was limited to 500 units and did not include spoken language data. Future research could expand the corpus to include a wider range of sources, such as social media and oral communication, and could employ quantitative methods to track the dynamics of borrowing over time. Additionally, comparative studies across different regions of Russia could reveal sociolinguistic variation in the use of English borrowings. Despite these limitations, the study provides a comprehensive overview of the lexical and semantic features of English borrowings in modern Russian and offers a foundation for further investigation into this evolving linguistic phenomenon.

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