

Abstract

Final Qualification Work

(Bachelor's degree)

The topic of the final qualifying work: Typological features and specifics of assimilation of English borrowings in Spanish and Russian (based on the material of advertising texts)

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Relevance of the research topic: The current stage of the development of linguistic science is characterized by a clear understanding that political, economic, cultural, social, scientific and technical changes in the life of a language collective have a significant and permanent impact on the language of this community. The most mobile and quick – reacting to these changes is the lexical composition of the language, which is updated daily with new words, some lexical units come out of use, others develop in terms of form and meaning. Borrowing is one of the ways to replenish the vocabulary of a language. This process has especially accelerated in recent decades due to the expansion of globalization processes and the acceleration of the spread of information flows. The interest in the study of borrowings in Spanish and Russian is confirmed by a significant number of dissertation studies and articles that have been published in recent years.

The aim of the work is to establish the general features and specific linguistic specifics of the assimilation of borrowings from English in Spanish and Russian.

Tasks:

- to explore the theoretical basis necessary for conducting the research, namely, to identify the concept of borrowing in linguistics, to consider assimilation as a concept and to establish its types;
- select the research corpus in print and video online advertising in Spanish and Russian;
- to determine which trends prevail in each language in graphic, phonetic, grammatical and word-formation models and by analyzing and counting the material to identify general and particular features of the methods of assimilation of anglicisms in Russian and Spanish.

Theoretical and practical significance of the research: The theoretical significance of the research lies in the fact that the results obtained contribute to the subsequent development and enrichment of the theory of lexicology in matters related to the replenishment of the vocabulary of the Spanish and Russian languages, with the prediction of the possible development of the lexicon of these languages in the future, can provide material for theoretical justifications in the framework of

comparative and typological linguistics, as well as in the methodology of teaching Spanish as a foreign language.

The practical results of the work are interesting from the point of view of including the material and research results in the practice of teaching Spanish in a Russian-speaking audience, they can be useful for compiling linguistic tasks for classes in lexicology and /or linguistics, for teaching individual topics in the course of the history of the Spanish language.

The results of the study: The results of the study: the following typologically-oriented ones were identified, which are reduced to the listed below:

at the phonetic level

- the replacement of those missing in the phonological with the closest ones;
- saving the place of emphasis;
- voicing of unpronounceable letters in the donor language;;

at the grammatical level

- the standard formation of plural forms of nouns for the recipient language;
- correlation of borrowings with the same part of speech as in the donor language;
- the standard word formation for the recipient language in fully and partially assimilated forms of anglicisms.

The specific language specificity of the Spanish material is expressed by the following parameters:

at the orthographic level:

- highlighting anglicisms unadapted and partially adapted anglicisms in italics;
- the use of diacritical marks (emphasis, treme) in accordance with the rules of Spanish orthoepy;

at the phonetic level

- adding a reference vowel at the beginning of words that have a combination of s with other consonants at the beginning;
- imitation of English pronunciation;
- the tendency to vocalize anglicisms in accordance with the rules of reading Spanish.

The following features of the process of assimilation of Anglicisms are manifested in the Russian language:

at the orthographic level:

- the use of Cyrillic in the vast majority of uses;
- preservation of the original spelling of anglicisms for the purpose of highlighting;

at the phonetic level

- reduction of vowel sounds;
- devocalization consonants at the absolute end of a word;

at the grammatical level

- the declension of nouns according to the models of the Russian language is fully and partially adapted to anglicisms.

There are no coincidences regarding the degree of assimilation of Anglicisms in the studied languages: in Spanish, the number of fully assimilated Anglicisms is the overwhelming majority – 72%, 20% of the corpus are partially assimilated and only 8% of the studied vocabulary are identified as unassimilated; in Russian, the largest

number of Anglicisms are partially assimilated and make up 69%, 26% are unassimilated, and only 5% have fully adapted.

Recommendations: The perspective of the study may be to consider the issues of semantic assimilation of borrowings, to compare the processes of assimilation of Anglicisms and borrowings from other languages, both separately in the recipient languages and in a comparative plan, and to describe the thematic correlation of the borrowed vocabulary.