

Тема: АНГЛОАМЕРИКАНИЗМЫ В СЛЕНГЕ РУССКОЯЗЫЧНОЙ МОЛОДЕЖИ

Subject matter: Anglo-Americanisms in Russian Youth Slang.

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ABSTRACT

The main sphere of the language functioning is human society. All achievements of human civilization – its cultures are reflected in the language. And as cultures are subject to development, so any language is being constantly renewed. The language is characterized to have changes in all public spheres: politics, economics, art, ordinary life and at the same time it considerably affects on lifestyle and peoples' world views. If cultures mutually borrow phenomena and notions of each other, so languages adopt denotations of each other. So, cultures and languages of different nations become substantially filled.

The research of foreign lexical items used in youth speech has become more and more popular lately. The newest dictionaries of youth slang are constantly published. In our opinion, the research of youth slang is actual because these lexical items present a special layer of the vocabulary and possess quite interesting information. They signalize the information about certain age group solidarity, especially concerning young language informants; they characterize the youth from point of view of irony, critics, opposition to value attitude from the older generation part, juvenile maximalism and pointing out their own guidelines. Such vocabulary is popular, supported by language priority functions and characteristic to youth attraction to self-realization, independence, nihilism and maximalism, quickly gets popularity in youth environment.

So, English-American loanwords are presently entering the Russian language, often replacing their native counterparts. This paper addresses the question of why Russian speakers adopt English-American loanwords instead of using the existing native counterparts. By utilizing content analysis of word frequency data from the Russian national corpus and modern youth magazines, this paper demonstrates that loanwords and their counterparts often have some semantic differences. These differences are revealed by examining the meaning and frequency of adjectives collocated with loanwords and their counterparts. Some adjectives are more likely to collocate with a loanword but not its

counterpart, often resulting in narrowing of originally broad loanword meaning into a niche meaning. When an English-American loanword and its Russian counterpart have different meanings, the loanword has an advantage in lexical competition, and is therefore more likely to be adopted and used by Russian speakers. This thesis presents an objective and quantifiable method of determining such an advantage. Also, this paper presents the results of the linguistic and socio-linguistic profile of English-American borrowings in Russian. The case of borrowed words suggests that natural ethnical, social and cultural differences incorporated in their semantics are leveling due to the changing of societal attitudes towards the elements of the western culture.