

## **Abstract**

**Title:** The usage of the anglicisms in the texts of yellow and glossy press (based on Russian and Spanish languages)

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**Topical Importance:** is determined by the fact, that today the print media aren't only shaping the public opinion, but the means of it's expression. English, with incredible speed, is spreading in all spheres of life, as well as in newspapers and magazines, and for this reason there is a need of systematization and the simultaneous analysis of English language units.

**Goal:** of the work is a complex representation of anglicisms in modern Russian and Spanish, and the identification of their functioning in the language of the yellow and glossy media

**Tasks:**

- to consider the features of glossy and yellow press;
- to identify the features of the penetration of anglicisms in yellow and glossy media;
- to identify anglicizes which are used in Spanish and Russian magazines and newspapers, and also to develop their thematic and structural classification;
- to consider the features of English lexicon in the newspapers and magazines of various publications;
- to identify the anglicizes which form the international fashion language.

**Theoretical value and practical applicability:** in the framework of our research it was carried out a comprehensive analysis of anglicisms peculiar to language of glossy and yellow press in Russia and Spain. Our research can be useful to identify some trends of shaping the international fashion metalanguage.

**Results:** Glossy and yellow press, for the few past decades, is a means of large-scale collective communication in all countries, including Spain

and Russia. The magazines and newspapers aren't only a means of shaping public opinion, but the means of its expression. Idealization of the American lifestyle and an increasing of interest to American culture, to education and business environment has led to the spreading of anglicisms in the language of the mass media.

The research gives a deep integrated analysis of the features of glossy and yellow press. Glossy magazines create an elite social group which will continue to implement the trends that are promoted by glamour magazines. In contrast to the glossy magazine, which designed for the closed circle, the yellow press is intended for the crowd. Yellow press covers a wider audience because it attracts gray mass, readers, who don't want to strain their brains, to analyze, and to turn up any essence.

We have analyzed articles, notes, headings and subheadings of the Spanish magazines and we concluded, that anglicizes infiltrated all aspects of society. The articles in magazines, that were designed to promote the new fashion trends in clothing, are abound with "fashionable" English words and phrases. Because of this study, we isolated the most frequently used anglicizes. In accordance with the thematic focus, the English lexicon has been divided into the following seven groups: fashion, beauty, health, culture, social life, love, internet, estimated lexicon. After analyzing the Russian and Spanish glossy magazines, we noticed that the most borrowed anglicizes concerns the themes of beauty and fashion.

The process of registration of anglicisms proceeds differently in various glossy magazines. There is a lack of general trends either within the same addition number or in different editions.

The general tendency, characteristic of all the considered magazines, manifests itself in the absence of marking of anglicisms used in the titles of articles, notes and names of columns, and it's contrary to the norms of the Spanish punctuation. As for the covers of magazines, there anglicizes often used in the most of screaming headlines with using bold or italic fonts.

The process of enrichment of vocabulary, through various borrowing, occurs in all languages of the world. In our time, an endless stream of new information, things, ideas and technologies requires rapid naming of events and objects, so it makes to use in one language some words already existing in other foreign languages. Financial, scientific, technical, banking, sports and military lexicon of the world tends to internationalization. The process of globalization and the craving for scientific progress reflect in language. It occurs like an alignment of all languages under one international standard. Only time can show how this process will change the face of modern languages: enrich them or spoil. Only time decide the destiny of those or other debt, which, as a result, will be approved or rejected by the linguistic taste of epoch.

**Implementation advice:**

This research outlines further perspectives of the comparative investigations in different languages and in the field of the different aspects of the usage of the anglicisms.