

THE ROLE OF LOANWORDS IN MODERN RUSSIAN LANGUAGE

Gulnoza Gaybullayevna Rakhmanova

Senior Lecturer of the Department of "Language and

Methods of its Teaching" of Angren University

Abstract

This article explores borrowed words in the Russian language, their origin, adaptation to orthographic and phonetic norms, and common difficulties in their usage. Based on the analysis of examples from modern speech and written sources, the paper identifies the most frequent spelling and pronunciation mistakes. A classification of borrowings by source and degree of assimilation is provided.

Keywords: Borrowed words, spelling, pronunciation, adaptation, vocabulary, Russian language.

Introduction

At the end of the 20th and 21st centuries, the Russian language became an active acceptor of lexical units from the English language, and the borrowing process, according to researchers such as A.V. Vasiliev, V.G. Kostomarov, E.F. Volodarskaya, and others, became widespread. The main feature of the modern borrowing process is the rapid phonetic, graphical, grammatical, semantic, and word-formation adaptation of new anglicisms in the recipient language.

There are many foreign words in the Russian language because they are borrowed from other languages. It is impossible to avoid the use of foreign words in the modern world, as they come to us as names for objects, phenomena, and new concepts.

The aim is to illuminate the issues of the culture of using borrowed words in the Russian language.

Borrowed words are a natural and necessary process of language development. Lexical borrowing enriches the language and usually does not harm its uniqueness at all, as it preserves the basic, "own" vocabulary.

A large number of people use borrowed words in their speech, often not even noticing that they are not of Russian origin. For communication, native language

words are sufficient, but some borrowed words enter the Russian language under the influence of human development and the influx of foreign culture, therefore they become necessary.

Borrowed words have become an integral part of everyday speech, business communication, and scientific publications. However, their use is often accompanied by pronunciation and spelling errors, which requires linguistic comprehension and methodological recommendations. The problem of borrowing is actively explored in the works of linguists (V. V. Vinogradov, E. A. Zemskaya, et al.) Special attention is paid to the degree of adaptation of borrowings, as well as the influence of foreign words on the structure of the Russian language. Modern publications record the growth of anglicisms and the need to normalize their use.

Classification of borrowings

By origin, borrowings in the Russian language are divided into:

Anglicisms: blog, manager, marketing, like;

Gallisms: (French): atelier, barber, buffet;

Germanic words: landscape, resort, barrier;

Latinizms: classroom, resume, faculty.

By degree of mastery:

Fully mastered (considered "one's own"): driver, engineer, journal; Partially adapted: scanner, printer.

Foreign language, not adapted:

Star-up, sale, brand (often found in advertisements and media texts).

Spelling and phonetic difficulties

Spelling errors often arise due to discrepancies between the Russian orthography and the original spelling:

Blogger blogger

Manager-manager

Marketing- marketing

Incorrect sound transmission: coaching, branding, creative- are often pronounced with an accent that violates Russian phonetics.

Examples of usage

In the analysis of media texts and students' speech, the frequent use of the words like, google, hype, rating, influencer was noted.

The presence of "mixed" forms: to re-post, to re-post, to post.

Error type: "I did research," "He's a great networking expert" - excessive use of anglicisms.

Borrowed words enrich the Russian language, contribute to its development and international understanding. However, it is important to monitor compliance with orthographic and phonetic norms.

It is recommended to use borrowings consciously, with knowledge of spelling and pronunciation rules, especially in academic and business environments.

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