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ANGLICISMS IN INTERNET DISCOURSE

Summary. The article is devoted to the study of statements with English borrowings from texts of genre varieties of Internet discourse.

Currently, in connection with the formation of a common paradigm of infodynamics and a change in the concepts of informatization of society, the terminological system of the Ukrainian language is undergoing significant changes. In the context of globalization and Internetization of society, the spread of Anglicization allows us to study the strategic aspect of Anglicisms and consider English borrowings as a linguistic method of linguistic influence, the choice and use of which are strictly motivated by the addressee. The strategic approach to the study of English borrowings in Internet discourse allowed us to trace the process of optimal achievement of communicative goals and solving the tasks set by Ukrainian-speaking Internet users. This article identified and analyzed 7 speaker strategies that are implemented within the framework of discourse-forming genres of Internet discourse.

At the present stage of human development, the requirements for the efficiency and reliability of information services are constantly increasing, new network communication norms are emerging, compliance with which is necessary for the performance of communicative tasks and the optimal implementation of the communicative goals of participants in Internet communication, and therefore further study of the phenomenon of Anglicization of national segments of Internet discourse seems necessary. We have tried to show that in this period of language development, the English-language meaning is not only an external stimulus that affects the ability to perceive incoming information, but also an effective tool in the structure of the communicative activity of a person who speaks/writes.

It should be noted that the study of the anglicization of national segments of Internet discourse has broad prospects. We have outlined the possibility of using Anglicisms to influence the potential and target addressee, as well as a comparative analysis of strategies in different genres of Internet discourse can reveal universal and national-specific phenomena of this order. It also seems interesting to consider the strategies of the speaker in Internet discourse in the aspect of their interaction, when to achieve a complex of communicative goals and tasks, there is a strategic «deployment» of the entire functional potential of lexical borrowings. Thus, further study of lexical borrowing in Internet discourse is necessary and promising.

Key words: borrowing, Anglicisms, Internet discourse, strategic approach, Anglicization.

Introduction. The study of the process of borrowing foreign vocabulary has received an ambiguous assessment among foreign linguists [Etiemble, 1964; Haugen, 1950; Fisherman, 1990; Truchot, 1997; Valter, 2004; Voirol, 2006; Bogaards, 2008; Piat, 2009]. Disagreements arise both in the formulation of the definition of the borrowing process and in the understanding of its essence.

Nevertheless, scientists agree that this process is complex and refers to sociolinguistic phenomena as a consequence of interlingual contacts between peoples in different periods of their development.

At present, the intensive development of mass media and communication contributes to the active penetration of Anglicisms into the speech repertoire of all members of society [1]. The processes of Anglicization acquire special significance in the context of the Internetization of society, when technical progress leads to the emergence and development of new methods of mass communication on the Internet, which unites numerous social and age groups, and the preference for English-language designations in which is carried out in the strategic interests of users [2]. Despite the fact that the «dominance» of the Internet language with English-language names and the influence of Anglo-American expansion on the computer vocabulary of other languages have been noted in many scientific studies of the lexicological direction of the development of Internet discourse, works devoted to the study of the functional specificity of Anglicisms and their strategic potential, realized by users within the Internet discourse, have not been identified. An integrated approach, aimed at the analysis of discursive practices of electronic communication and corresponding to the general attitude of modern linguistics towards anthropocentrism in light of the achievements of the cognitive-discursive direction of linguistic research, opens up the possibility of studying English lexical borrowings both in the language of the Internet and in a separate type of discourse that it formalizes – in Internet discourse. In this regard, the relevance of this study is due to the rapid development of information technologies and the social and communicative practices formed on their basis and, as a consequence, the need of modern linguistics to understand the issues of constructing human identity in a virtual environment and the related need to understand the mechanisms of speech influence, speech planning and control, which allows us to set certain communication goals and achieve them in the most optimal way, in particular using such linguistic means as English borrowings. The issue of adaptation of lexical units of the source language in a new linguacultural environment and the problem of determinologization of specialized vocabulary through its active introduction into widespread use are also relevant.

The **object** of this study is statements with English borrowings from texts of genre varieties of Internet discourse.

The **subject** of the study is the strategic aspect of using English borrowings in Internet discourse.

The **purpose** of the work is to determine the strategic potential of English borrowings in Internet discourse.

The process of anglicization in the world. Currently, in connection with the formation of a common paradigm of infodynamics and changes in the concepts of informatization of society, the terminological system of the Ukrainian language is undergoing significant changes. Among the accepted technical terms, names

of programs, commands, devices, programming languages, which are registered in the relevant technical documentation, a large share is made up of terms of English origin. Since at the time of the introduction of new information technologies in the Ukrainian language standard, the terminology system of the computer sphere had not developed, and, therefore, the emergence of foreign-language names did not cause a violation of systemic relationships, the Ukrainian language of the Internet was actively formed on the basis of English-language borrowed terminology.

In the context of globalization and the Internetization of society, the widespread distribution of anglicization allows us to study the strategic aspect of Anglicisms and consider English borrowings as a linguistic method of speech influence, the choice and use of which are strictly motivated by the addresser [3]. The desire to achieve the maximum result determines the planning of the message transmission and, as a consequence, the strategy of the author's use of special linguistic means – English borrowings, designed to arouse interest in the communicated information, maintain the attention of the addressee, and in certain cases – to manipulate and modify the addressee's world model in the way desired by the addresser. Thus, in discursive interaction via the Internet, Anglicisms, possessing functional diversity, persuasive potential and the ability to suggest, are actively used by native Ukrainian speakers to implement selected communicative strategies and tactics. For example, English borrowings, acting as a manipulative component of the statement, are capable of creating and changing the opinion of the Internet community, forcing communicants to perform additional interpretative actions or even misleading inexperienced users. Thus, Anglicisms serve to exert the necessary influence on an obvious or potential addressee, i.e., to implement the strategy of manipulation in the Internet discourse by the speaker.

On the one hand, in order to enter a certain social group on the Internet, the user is forced to adapt, observing the norms of network etiquette, switching his communication code and sometimes prudently saturating his messages with English borrowings.

Strategic aspect of Anglicisms in Internet discourse. The vocabulary of the Internet language is created on the basis of the standard language, on the one hand, on the other hand, being borrowed, it influences the development of the national language, plays a role in the formation of its current state, which is reflected in the processes of categorization and conceptualization of reality in the language [4].

The strategic approach to the study of English borrowings in Internet discourse allowed us to trace the process of optimal achievement of communicative goals and solving the tasks set by Ukrainian-speaking Internet users. We identified and analyzed 7 strategies of the speaker, carried out within the framework of discourse-forming genres of Internet discourse.

Anglicisms can be used in the implementation of such strategies as: organizing, searching, explaining, promoting, positioning, evaluating, discrediting; Moreover, we consider the positioning, evaluating and discrediting strategies to be primary, since they widely manifest the functional potential of Anglicisms (the functions of prestige, speech and social characteristics, expressive-evaluative and manipulation functions are noted), and, in addition, they have a larger set of tactics using English borrowings [5].

The primary strategies of the speaker in the Internet discourse that we identified, which attract Anglicisms for their implementation, in our opinion, reflect the main intentions of the Internet

user, namely: to cognize the virtual reality, to evaluate the situation and participants of the Internet discourse, to position oneself in the virtual space and to influence both a specific communicant and the Internet community as a whole.

In the organizing, search, facilitating and explanatory strategies, Anglicisms play the role of an obligatory component accompanying the course of implementation of the chosen strategy. In each of the strategies considered, a possible set of tactics was identified, and using the example of the implementation of a discrediting strategy, a tactical scheme was constructed that consistently implements the speaker's strategy, based on dividing the algorithm for solving the task into separate tactics that involve Anglicisms for their implementation. In the course of the study, it was also revealed that Anglicisms are most often used in tactics for attracting attention and self-presentation in the Internet community. The overall picture of the interaction of the semantic type, function (functional potential) and strategy (strategic and tactical potential) of Anglicisms indicates the possibility of considering English lexical borrowings as linguistic means that have a polyfunctional nature and are capable of ensuring the optimization of the communication process by including in the verbal design of the speaker's strategies in the Internet discourse.

Conclusions. The emergence of the global Internet network has opened a new era of interactive communication between peoples, states and individuals. However, the created cyberspace is not only an environment for the existence and dissemination of information, but also a means of communication, which allows one to get acquainted with other cultures and at the same time experience their ambiguous influence.

Despite the development of figurative representation of information through images, video sequences, animated images and many other innovative technologies, the written component of communication remains dominant in modern society. In the personal, professional and social spheres, the ability to decode a variety of written signs is becoming increasingly important. In this regard, those who do not have this skill cannot fully participate in the communicative community and risk becoming forgotten or even manipulated by those who are more linguistically savvy. The national language remains a priority basis for the culture of society, in which words are still much more expressive and informative than multimedia images, and the choice and use of words is becoming even more significant, since it ensures the optimization of the process of achieving strategic goals.

In our understanding, electronic communication for Ukrainian-speaking users appears as a stage of communication development that has a specific historical origin, conditioned by the patterns of formation of the electronic format of communication, accompanied by changes in linguistic consciousness and characterized by the activation of the processes of English-language borrowing.

The current situation is reflected in the theory of diffusionism, which explains the development of a people's culture not by its independent evolution, but mainly by borrowing the cultural achievements of other people. On the one hand, the presence of elements of diffusionism, in the form of borrowing formed Western concepts and their linguistic representatives, can create a threat to conceptual dependence on a foreign culture, however, on the other hand, the launch of the processes of cognitive filtration of Anglicisms indicates the beginning of the formation of the cognitive profile of Ukrainian-speaking participants in the Internet discourse, and vivid

and increasingly frequent manifestations of metalinguistic reflection of communicants can be considered signs of an increase in their linguistic competence. It is the rapid integration of English vocabulary into the Ukrainian language standard that explains the complexity of a comprehensive study of borrowings, which are characterized by a rich functional reserve and wide usage in all lexical layers of the Internet language. In most scientific works, linguists pay attention to the classification of borrowings and the adaptive mechanisms developed by the Ukrainian language during their implementation. However, it should be noted that many issues related to the conceptual nature of linguistic borrowing remained outside the scope of our study; and therefore they can become the subject of a separate scientific study. It seems promising to further consider the strategies of the speaker in Internet discourse, especially in the aspect of their interaction, when a strategic «deployment» of the entire functional potential of lexical borrowings occurs to achieve a set of communicative goals and objectives. The possibility of using Anglicisms to influence the target addressee in the Internet discourse, which we have outlined, can also, in our opinion, become the subject of a separate study, since, pursuing the goal of unsettling the addressee, exerting a targeted influence, the addresser achieves a change in the cognitive-psychological reactions of the addressee, an increase in his negative assessments, emotional arousal and, ultimately, the manifestation of aggression. Thus, the idea of strategic modeling of the linguistic personality and modification of the speech behavior of communicants is embodied through the use of typical linguistic means of Internet discourse, which are Anglicisms. At the present stage of human development, the demands for the efficiency and reliability of information services are constantly growing, new network communication norms are emerging, the observance of which is necessary for the fulfillment of communicative tasks and the optimal implementation of the communicative goals of the participants in Internet communication, and therefore further study of the phenomenon of Anglicization of national segments of the Internet discourse seems necessary and promising. We have tried to show that in the current period of language development, English-language signification is not only an external stimulus that influences the ability to perceive incoming information, but is also an effective tool in the structure of the communicative activity of a person speaking/writing.

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Щипачова Д. Англіцизми в інтернет-дискурсі

Анотація. Стаття присвячена дослідженню висловлювань із англійськими запозиченнями з текстів жанрових різновидів інтернет-дискурсу.

Нині у зв'язку зі становленням спільної парадигми інфодинаміки та зміною концепцій інформатизації суспільства термінологічна система української мови зазнає суттєвих змін. В умовах глобалізації та інтернетизації суспільства повсюдне поширення англізації дозволяє досліджувати стратегічний аспект англіцизмів та розглядати англійські запозичення як лінгвістичний спосіб мовного впливу, вибір та використання якого суворо мотивовані адресантом. Стратегічний підхід до вивчення англійських запозичень в інтернет-дискурсі дозволив нам простежити процес оптимального досягнення комунікативних цілей та вирішення поставлених завдань україномовними користувачами Інтернету. У цій статті було виявлено та проаналізовано 7 стратегій мовця, які здійснюються в рамках дискурсовтворчих жанрів інтернет-дискурсу.

На сучасному етапі розвитку людства невпинно зростають вимоги до оперативності та надійності інформаційних послуг, з'являються нові мережеві норми комунікації, дотримання яких необхідне для виконання комунікативних завдань та оптимальної реалізації комунікативних цілей учасників інтернет-спілкування, а тому подальше вивчення явища англізації національних сегментів інтернет-дискурсу представляється необхідним. Ми спробували показати, що в даний період розвитку мови англійське означення є не тільки зовнішнім подразником, що впливає на здатність сприймати інформацію, що надходить, але й є ефективним знаряддям у структурі комунікативної діяльності людини, що говорить/пише.

Слід зазначити, що дослідження англізації національних сегментів інтернет-дискурсу має широкі перспективи. Намічена нами можливість використання англіцизмів з метою впливу на потенційного та цільового адресата, а також порівняльний аналіз стратегій у різних жанрах інтернет-дискурсу можуть виявити універсальні та національно-специфічні явища цього порядку. Видається також цікавим розгляд стратегій того, хто говорить в інтернет-дискурсі в аспекті їх взаємодії, коли для досягнення комплексу комунікативних цілей і завдань відбувається стратегічне «розгортання» всього функціонального потенціалу лексичних запозичень. Таким чином, подальше вивчення лексичного запозичення в інтернет дискурсі є необхідним та перспективним.

Ключові слова: запозичення, англіцизми, інтернет-дискурс, стратегічний підхід, англізація.