Every language has its dialects, which may provoke misunderstandings within one or another country. However, Swedish is one of a few languages that takes the lead over many languages in terms of its dialects.

The number of Swedish dialects is still a vexed question for many scientists. On the one hand, the reason for this is that there are no clear limits on where one dialect begins and another end. On the other hand, there are clearer boundaries for the language features of the dialects. Many of the genuine rural dialects have very distinct phonetic and grammatical features, such as plural forms of verbs or archaic case inflections. These dialects can be nearly incomprehensible to most Swedes, but most of their speakers are fluent in Standard Swedish.

Nowadays scientists have managed to mark out the main dialects into 6 major groups. It has been made to show the main features, which are presented in each of the dialects. These groups are South Swedish dialects, Götaland dialects, Svealand dialects, Norrland dialects, Finland dialects, and Gotland dialects [3].

South Swedish dialects are spoken by citizens from Skåne, Blekinge, southern Småland, and southern Halland. These dialects have their following peculiarities in pronunciation: “R” is pronounced at the back of the mouth, namely with the help of the root of the tongue. “U” is pronounced like “O”, e.g. “hunden” (dog) is pronounced as “honden”. “A” is pronounced "Å" (sometimes au), e.g. “taåk” instead of “tåk” (ceiling). “P”, “T”, “K” at the end of words and between vowels become “B”, “D”, “G” [4]. The following example points well to this dialect feature: “Haoa ska du gao? Ja ska gao him. Da a tradet. Ja velle naock göra att, men ja feck ente.” The same sentence will be written in the following way in Standard Swedish: Vart ska du gå? Jag ska gå hem. Det är tråkigt. Jag ville nog göra det men jag fick inte. (Where are you going? I’ll go home. It's boring. I probably wanted to do it but I was not able to.) [2].

Götaland dialects are widespread over Halland, Västergötland, northern Småland, southwestern Östergötland, Bohuslän, Dalsland, and Värmland. The features of the Götaland dialects are the following: if there is a double “R” in one word, the first “R” is often pronounced with the help of the tongue root, but the last “R” with the help of the tongue tip, e.g. in a word “röra”(mess). In some cases consonants in the words are omitted, e.g. “sulle” instead of “skulle” (would) or “tebaka” instead of

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PECULIARITIES OF SWEDISH DIALECTS

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“tillbaka” (backwards). “De” (they) is usually pronounced as “di”. Long consonant “L” has to be prolonged, while speaking, especially in words like “flicka” (girl), “blåsa” (bubble), “folk” (nation). In many words, “I” and “Y” change to “E” and “Ö”, e.g. “fisk” (fish) becomes “fesk”, “kyrka” (church) becomes “körka” and “nyckel” (key) becomes “nöckel”. In the Eastern Götaland, “V” is pronounced as “Ol” at the beginning of words, e.g. “visste” (knew) is pronounced as “oisste” [1].

Svealand dialects are divided into two groups according to their location. They are mid-Swedish and high-Swedish dialects. People, who reside on the island Öland, in northwestern Småland, Östergötland except for its southern part, southern and western parts of Södermanland, Närke and western Västmanland, speak mid-Swedish type of dialect. High-Swedish dialect is widely spoken in the northern and southern parts of Södermanland, Uppland, southern Västmanland, southern and eastern Dalarna, Gästrikland, and southern Hälsingland [3]. Among the peculiarities of these dialects, you may see the following: “T” disappears at the end of the word, e.g. “huset” (the house) becomes “huse”, “barnet” (the child) becomes “barne” and “take” instead of “taket” (ceiling). “H” disappears at the beginning of words (popular in the Roslagen district), where, for example, “håst” (horse) becomes “äst” [4]. When there is “R” in words, it is not pronounced clearly, e.g. words ending in the letter “R” are merged with the next word. It may be seen in the following example: “får dom” (get them) is usually pronounced as “få’rom” or “hard om” pronounced as “har’om”. Furthermore, “E” is usually pronounced as “Ä”, and “U” is used in speech, when it should be pronounced as “Ö” [2].

Norrland dialects are spoken in northern Hälsingland, Medelpad, Jämtland, Ångermanland, Västerbotten, Norrbotten and Lappland. These dialects differ from other ones having their way of pronouncing and writing. “G” and “K” become softened within words, e.g. “skojin” is used instead of “skogen” (the forest), “ryddjin” instead of “ryggen” (the back) or “bäntjin” instead of “bänken” (the bench). “B” at the beginning of words will have “P” pronunciation, e.g. “bruten” (broken) will be pronounced as “pruten”, while “O” will have “Å” pronunciation, e.g. “kommer” (come) will be pronounced as “kåmer” [1]. Moreover, the stress in the words in these dialects usually falls on the first vowel, for instance in such words as “Rhodos” and “Umeå”. It is also important to mention that the last letter in words, which refer to Norrland dialects, usually drops out. For example, such words as “Luleå”, “Umeå” and “Piteå” won’t have the letter “Å” at the end, which will, after all, influence the pronunciation. Furthermore, the ending “ER” disappears at the end of certain verbs, which is the last but not least feature in this type of dialect, e.g. the verb “springer” will be used as “spring” [2].

The next dialects, which are going to be described in detail, are Finland dialects, which are also known as Swedish Eastern dialects. They are especially widespread over Finland, for example on Åland Islands, in Turku, Uusimaa, and Ostrobothnian [3]. The peculiarities of these dialects are the following: “D” at the beginning of words is pronounced as “T”, e.g. “Tär” instead of “Där”. In these dialects the last letter of the words is often omitted, e.g. “tror” (believe) becomes “tro”, “inte” becomes “int”, etc., but the word “skulle” (would) is an exception because in this word is omitted more than one letter so that the word is going to be “sku”. Moreover, the combinations of such letters as “DJ”, “GJ”, “LJ” should be pronounced distinctly in such words as “djur” (animal), “gjorde” (did), “ljus” (light), etc [2].

The sixth type of dialect, which is important to take into consideration, is going to be the Gotland dialect, which is used by people, who live on Fårö and Gotland islands. There are the following marked out features: “U” is usually pronounced as “Ö”, e.g. “skolle” instead of “skulle” (would), “kosin” instead of “kusan” (cousin) or “konde” instead of “kunde” (could). Some of the words are taken from the old northern
Swedish and are pronounced the same way as it had been before. For example, the word “öga” (eye) is said as “auge”, and “kåire” is used instead of “köra” (drive) that indicates the old-fashioned language. Moreover, some words tend to be written and pronounced differently compared to Standard Swedish. For example, the word “också” (also) is used as “eu” or “nej” (no) as “naj”. It is also important to mention that the letter "E" inside of words becomes "EI", e.g. “blev” (became) becomes “bleiv”, “skrev” (wrote) becomes “skreiv”, etc. There is another feature of Gotland dialects, where the letter “E” at the end of words is used instead of “A”, e.g. “tala” (speak) becomes “tale”, “sjunga” (sing) becomes “sjunge”, etc [4].

To sum up, in the Swedish language there are found a lot of dialects and many of them are still not delimited because of its territory borders, but despite that scientists have managed to relatively distinguish six main areas of the dialects with its peculiarities.

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SEMANTIC AND PRAGMATIC POWER OF LEXICAL BORROWINGS IN THE LANGUAGE OF MASS MEDIA

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The problem of updating and enriching the lexical structure of the language by means of foreign borrowed words has been revealed in works devoted to the question of language changes by a great number of linguists. The scientific literature contains considerable and ambiguous evaluations given by scholars as to the problem of lexical borrowings in European Linguistics: on the one hand, linguists point out undeniable enrichment of the language-recipient, reflection of world achievements and attainments in science, economic, socio-political and other fields with the help of assimilated lexical borrowings and, on the other hand, scholars point out excessive use of borrowed words and abundance the language with foreign tokens (sometimes used along with the existence of native lexical equivalents).

Among the present-day investigations and scientific papers of the late 20th – the beginning of the 21st cc. where theoretical issues of adaptation of lexical borrowed words in the language of mass media are investigated we can distinguish a great number of works. The main achievements in the outlined field belong to such linguists as H. V. Druzhin, L. P. Kysliuk, U. L. Mrozitska, H. A. Serheeva, V. P. Simonok, O. A. Styshov, L. M. Arkhypenko, Ya. V. Bytkivska and others.