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 “køra” (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.
Owing to some historical circumstances recently the penetration of foreign units into the language has been mostly determined by the language of mass media and therefore there has been a noticeable renewal of lexical composition in the newspaper language. As the language of mass media reacts quickly to all processes and changes of social life as well as the linguistic wealth and diversity of internal resources enable to reflect verbally a wide range of shades of meaning of a new word in different contexts primarily responding to all the innovations that accompany social development, and mainly catches general and socio-cultural background, besides it reproduces the dynamics of social consciousness through ‘linguistic taste of epoch’.

The entry of new borrowings into the relevant functional areas and intensive usage of lexical borrowings is caused by a great number of extralinguistic factors such as an intensification of information guidance, global changes in the country’s development which gain strength and affect all aspects of modern society, expansion of interstate and international relations, development of the worldwide market and economy, growth of information technologies. All the changes mentioned above are reflected in the revival of ties with the international community, accelerated scientific and technological progress, general intensification of the pace of the life, moral orientation of society (as a result of these processes there is a requirement to name new realities of the material and spiritual life) and its achievements in various spheres of activity revealed in the language situation, in particular, firstly in the language of mass media in the form of borrowed words, neologisms etc. It should be mentioned that today the Ukrainian language is extensively undergone a great influence of the English language particularly in its American version [1].

It is the language of mass media that has become the object of investigation of new processes in the field of lexical stock as there was the development of mass media in the XXIst century that contributed mass media to become the main source of adapting lexical borrowings. The language of mass media is considered to be a special reflection of modern language-recipient which reveals the multifunctional peculiarity of the national language, the degree of its intellectual level, particularly through the spread of international words from different spheres of science and their common language adaptation at all levels. According to the point of view of O. A. Styshov, the national lexical stock registered in special dictionaries and used in the professional spheres begins a new life in the language of mass media. The fact of registering such words is supposed to be an indicator of literary and standard adaptation of foreign words, an experiment for the strength of lexical borrowings and gradual entry into the word-forming system of the language-recipient. It is the language of mass media that plays an essential role of perception of new words, their spread and adaptability in the mass consciousness of native speakers [2].

Due to modern sources of mass media new words spread among native speakers and they are confirmed for appropriateness and usefulness as well compliance with the language system and later can penetrate into other functional styles (for example, from journalistic into fiction and conversational style). Thus, O. A. Styshov emphasizes that a great number of words have penetrated into active usage and assimilated into the Ukrainian literary language owing to mass media at the beginning of the XXIst century. An Introduction of mass audience to the achievements of science and technology in various fields of knowledge contributes to active incorporation of borrowed words. Penetrating into the language of media, new words gain the right to enter the common lexical stock [2].

It should be mentioned that a great attention is paid to the meaning of context, (first of all, to which sphere of human activity this or that borrowed word belongs) for adequate interpretation and adaptation of the meaning of new words. Lexical borrowed words that have not been assimilated in the language-recipient by native
speakers and registered in the dictionaries but the words which are already used in the language of media, may require the native speaker to refer to the dictionaries of the source-language. The choice of particular meaning in translation is largely determined by the context in which the language unit is used. So, the context can be understood as a linguistic environment in which a linguistic unit or a set of words, grammatical forms and constructions in which a new word occurs. S. I. Oleksienko, postulating the process of functioning and adaptation of new words, underlines that foreign words penetrating into the lexical structure of the language-recipient are used for some time mainly in speech contexts. Thus, comprehension of new words takes place at the level of the context [3].

The degree of adaptation of new words in the language of media depends on various factors and it is determined by different stages of the process of borrowing. Penetrating into a new language environment, a borrowed word remains a completely non-assimilated in the language-recipient at the lexical, phonetic, graphic or grammatical levels and belongs to unassimilated words or the so-called barbarisms which immediately disclose their foreign origin. Such lexical units are not translated but often retain their foreign graphic form in writing and due to their unusual sound and writing form they attract attention. Having a nominative function, barbarisms fill the lacunas in the field of nominations, denote the names of individual subjects and concepts to ensure international understanding, for example, haute couture (high fashion), alia moda (the art of modeling fashionable clothes), pret-a-porte (clothes ready to wear), and others. This group of foreign words performs an emotional function that allows not only to denote the concept itself but also convey its specific shades of meaning. It can be called the ‘prestigious words’ which penetrate through such spheres as fashion and advertising.

It should be stated that new words must be, first of all, adequate to understand; the way of semantic transformation is very complex and native speakers cannot properly use the words as a result of inadequate understanding. A lot of words often remain incomprehensible and consequently one can have either incorrect usage or obtaining a new meaning, the so-called a specific adaptation of foreign word.

The emergence of new semantic unit of a borrowed word does not presuppose the result of mechanical transformation; we can speak about a special stage of formation of the meaning of a lexical borrowing in a new language environment. The peculiarity of the initial period of penetrating a foreign word into the language of mass media can be regarded that it does not have the necessary register of lexical contexts in the language-recipient where its meaning can be realized. The process of initial semantic usage of a foreign word can be considered as the formation of lexical connections of a word in a new context, the creation of a number of its typical use in the language-recipient which are generalized to actualize the meaning.

An effort to change a borrowed word often reduces its cultural and linguistic value and sphere of functioning, what in its turn leads to a lack of its expressiveness and relevance. For all the ambiguity of a borrowed word used for the first time, the context even if it is not able to reveal fully its meaning, can still give a certain idea of the subject or a concept denoted by this word. Most borrowed words in the language of mass media are accompanied by descriptive interpretation which usually finds its expression in the so-called evaluation of the language and in detailed interpretations of words. Descriptive interpretation is used when, for one reason or another one, calque is impossible. Taking into account the way mentioned above, it contributes to expanding component composition and changing the structural and grammatical organization, what in its turn, leads to an inevitable loss of certain information due to expressiveness, which deprives the context of its characteristic national originality.

Considering the special character of this method it should be stated that the
main advantage is that the use of descriptive interpretation eliminates misunderstanding of the semantics of the borrowed words (it often happens when a new word is borrowed with a new concept) [4].

The statements of functioning lexical borrowings studied above indicate the current level of development of material and spiritual culture in the society. It is the contemporary language of the media that can be called a special form of communication, a socio-cultural significance of which is to establish a kind of connection between people but, predominantly, any language performs an informational function in the sphere of mass communication covering to some extent social and political information, various media reports and etc.

The emergence of a large number of new words and their meanings cannot but have informational motivation but it is a means of enriching social consciousness, national and international fixation of foreign units which in its turn enable people to understand adequately their surrounding world. The relevance of the concepts makes it necessary to use new words at present, on the one hand, naming objects and phenomena in our life and, on the other hand, they represent the history of the nation, its characteristic peculiarities, traditions, mentality, in other words, borrowed words carry new cultural and linguistic information to be used by native speakers.

Borrowed words can be considered to be one of the most important factor in the development of the language structure which gains national recognition and appears to be a socially significant element of the language behavior of the native speakers as well as a linguistic source that reproduces the culture of the nation at definite stage of the development of the society. New words that appear in the language and new meanings of the words have different motivation beginning from social, traditional and everyday, emotional and to psychological aspects. It is impossible to acquire the knowledge and skills without taking into account all the changes that occur in the language in the process of its development and, first of all, without taking into consideration the changes in the lexical stock of the language.

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