

CLASSIFICATION OF ENGLISH BORROWED WORDS IN THE SPHERE OF FOOD ADVERTISEMENT (BASED ON INTERNET SOURCES)

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Abstract. The article is devoted to the determination, classifying and analysis of borrowed words in the sphere of food advertisement. Borrowed words appeared in the recipient languages - Uzbek and Russian – as the result of cultural integration. The aim of this work is to determine, classify and examine borrowed words in food advertisement and describe linguo-cultural features of such words. The object of the researched issue is borrowed words based on internet resources such as web-sites and social media. The analysis illustrates the existence of such terminology as “Anglicisms”, “recipient language”, “source language”. There are different factors which influence the process of penetration and fixing of borrowings from the source language to the recipient language. We used descriptive and structural methods to analyze examples of borrowed words used in advertisements found in the internet.

Key words: advertisement, borrowed words, recipient language, intercultural communication.

Today we live in such a fast-paced world that is developing at a rapid speed. It is not surprising that the entire experience of Western and, above all, English advertising experience is borrowed, the technique of creating advertising materials, the composition of advertisements, methods of presenting information, construction of phrases, headlines complexes, etc. Among the borrowings, there are words that came into the Russian and Uzbek languages from another language as the names of a new object, a new reality, or are terms that have an international character. Moreover the language of any folk does not live an isolated life. Borrowing words is a natural process of language development, and there is no language that would be completely free from foreign influences. Throughout the history of its existence, the vocabulary of the Russian and Uzbek languages periodically, with one intensity or another, is replenished by foreign words.

Traditionally, the transition of elements from one language to another as a result of the interaction of languages, or the elements themselves transferred from one language to another, called borrowing [see Dictionary of sociolinguistic terms 2006]. Borrowings are also considered to be those words that have been sufficiently mastered by the language which borrows [Aristova 1978].

Since the modern process of borrowing occurs not only on vocabulary level, then in this work we will expand the traditional definition, not limited only to words and/or phrases, and under Anglicism we will understand any borrowed element of the system that is unknown to the Russian or Uzbek language but which exists in the English language (morpheme, word, phrase, word-formation model, letter of the alphabet, spelling norm, etc.), included in the regular language practice of Russian or Uzbek speaking society.

The actuality of this study is determined by three factors. Firstly, the intensive penetration of English-language elements into the Russian and Uzbek languages is not only due to the process of filling the so-called conceptual gaps; ecological process of entering of English words into the Russian and Uzbek languages is happening, when the changes taking place acquire a systemic character, affecting spelling, morphological and syntactic norms ensuring linguistic unity of the society.

Secondly, in the era of universal literacy and the development of communication technologies, actively borrowed English words become part of the linguistic practices of the vast majority of Russian and Uzbek speakers, regardless of their social affiliation. Thus, for Russian and Uzbek speakers Anglicisms become part of everyday language experience and can appear models for further linguistic behavior that is not typical for Russian cultural and linguistic tradition.

Thirdly, the study of the borrowing process is carried out from the standpoint of modern cognitive science. M. Heidegger emphasized that “the essence of man rests in language. We exist [...] before everything in and with language” [1993: 17]. Consequently, the changes that occur in the linguistic environment as a human habitat [i.e. in its ecological niche – see Kravchenko 2015], inevitably influence both

individual people, and on society as a whole, becoming an environmental factor [Kravchenko, Boiko 2014]. That is why the current anglicization of Russian language must be considered as a cognitive process.

The material for the analysis was English borrowings extracted from internet and media advertising sources, namely from web-sites connected with food recipes, which, in turn, most fully reflect their high frequency of use.

The aim of the article is in the determination, classifying and diagnosis of borrowed words in food advertisement and describing linguo-cultural features of such words.

Despite the naturalness of the borrowing process, the attitude towards it as among scientists and so in public circles is ambiguous: does borrowing lead to the enrichment of the recipient language or to its damage, destruction and disappearance? Some believe that the intensive penetration of English units into the Russian and Uzbek language systems has a destructive effect on it, as well as on both these cultures and can lead to irreversible consequences [Kabakchi 2005; Kravchenko 2005; 2011a]. Others are of the opinion that modern borrowings are a “tribute to fashion”, and the language, having a “self-cleaning function”, will eventually displace unnecessary linguistic units and serious threats for the Russian and Uzbek language, culture and nation does not exist [Zemskaya 1996; Krysin 2002; Krongauz 2007; Verbitskaya 2013]. This position is based on an instrumentalist approach to language, where language is viewed as a “tool” (means) for transferring thoughts and/or information from one person to another in the process of communication.

The process of penetration of foreign language elements into the Russian language is being studied in different aspects: semantic, word-formation, grammatical [Zemskaya 1996; Sologub 2002; Vorobyova 2009], stylistic and functional [Krysin 1994; Vinogradova 1998; Zhuravlev 2010], cultural [Kravchenko 2012a], as well as in stereotypes of speech behavior [Vinokur 1993]. As a result of a comprehensive study of the borrowing process, several classifications of foreign language linguistic elements: by time [Aristova 1978], by the sphere of functioning of lexical units

[Romanov 2000], by the type of borrowed linguistic elements [Lotte 1982], by the degree of assimilation [Dedyukhina 2011]. However, there are not so many Uzbek scholars who examined borrowed words, A. E. Khudaykulov, E. M. Davlyatova, D.U. Ashurova, D.U. Khoshimova, M. G.Makhkamova, M. D. Dzhusupova, A. E. Mamatova²⁰ covered this theme in their researches.

On the basis of theoretical material and the examples collected from the internet sources, we classified the following groups of food categories. We consider it important to mention, although, that these categories have sub-categories.

There are 5 main categories such as beverages, dairy products, sweets, porridges and fast food. Beverages category has three sub-categories which will be analyzed below.

Beverages: a) mineral water – this sub-category presents such local product as *Bonaqua*. This brand entered the lexicon of Uzbek or Russian speakers as they rely on the good quality of this water. *Bon* form French means “great or delicious” highlights its good quality and perfect taste. b) juice – subcategory of beverages can be observed on the example of an advertisement of “Bliss” juice, which hints its consumer to get not only sweet taste, but also pleasure after drinking it. c) soft drinks - New beverage which has appeared on Uzbek market relatively recently is “*Mountain Dew*” immediately won the hearts of youth. Its slogan says “*Энергия для всех!*” and hints on particular features of this drink which can provide its consumers with more power. Borrowed word used in the slogan “*энергия*” doesn’t exist in Russian language but tightly fixed in it. Another advertisement of this very beverage claims “*Mountain Dew – легендарный напиток знакомый каждому.*” There is also such phrase as “*оригинальная рецептура*”. The words “*легендарный*” and “*оригинальная*” came to Russian from Latin and mean “which is supposed to be read” and “birth,

²⁰ Ашурова Д.У. Производное слово в свете коммуникативной теории языка. –Т.: Фан,1991. – 97 с.; Хошимова Д.У. Лакуны как совокупность слов или словосочетаний, маркированных наличием национально-культурного содержательного компонента // Вопросы филологических наук. – 2004. – №6. –.96-98 с.; Махкамова М. Г. Формирование межкультурной компетенции студентов филологического вуза (английский язык): Автореф. дисс... док.пед.наук.– Т., 2011.–47с.; Джусупов М. Д. Социолнгвистика, лингводидактика, методика (взаимосвязь и взаимообусловленность) // Русский язык за рубежом. – 2012. – №1. – .22–28 с.; Маматов А.Э. Нутқ маданияти ва тил нормасига оид терминлар ва тушунчалар изоҳи. –Т.: Вауоз, 2014.

beginning”. So, the author of the advertisement wanted to express the idea that Mountain Dew is one drink which has to be consumed. In addition there is an energy drink which is quite popular among the youth of Uzbekistan – *Flash*. The advertisement of one type of flavour of this drink says “*Яркая энергия бабл гам*” where two words are borrowed ones – *энергия, бабл гам*. The word “*бабл гам*” is a type of borrowed word which is called transliteration. This process is “a type of conversion of a text from one script to another that involves swapping letters.”²¹ This way is used here in order to attract consumers’ attention to the flavor change and create a high level of sales.

Dairy production is the second category which has many borrowed words that has taken a root in our speech.

a) Yoghurt (Actimel, Danone, Valio, etc.) The prefix “bio” is frequently used to present the natural composition of a product. The company “Valio” broadcast the advertisement which said “*Смешай фан с пользой!*”. Here the word “фан” is the exact transfer of the English word “fun” which reflects the idea that this yoghurt can bring fun together with benefit for health.

b) Milk cocktails (Nesquick, Ehrmann, EcoMilk, Active Milk, etc.) These types of dairy production gives an opportunity to have a delicious snack. The one of “Рогачев” company has an advertisement which says “*Молочный коктейль пломбир*” where the borrowed word “*пломбир*” is used to show the resemblance to the taste of a type of ice-cream. Ushakov in his dictionary explains the etymology of the word “*пломбир*” as “the highest grade of creamy ice cream. It comes from the name of the French resort Plombières in the department of Vosges.”²²

Sweets is the next category of food advertisement which is rich in borrowed words. There are three sub-categories - chocolate (Alpen Gold fun max, Milka, Bounty, etc); Lollipops (Chupa chups); pastry (Cheesecake, cobbler, мороженое пломбир, etc.). The advertisement of much-loved Raffaello candies says: “*Любовь в каждом*

²¹ <https://en.wikipedia.org/wiki/Transliteration>

²² Ushakov. D. N. Explanatory dictionary of the Russian language. – Moscow. 1935-1940. (4 vol)

момента” Here is the word *момент* was chosen to highlight the tiny period which should be appreciated and filled with love. This borrowing has come from German with the meaning “a brief period of time”.

Porridges category can be subdivided into two: a) porridges of fast preparation (Дядюшка Бишоп, ФрутоНяня, etc.) and porridges for children (Nestle, Nan, etc.). The advertisement of milk mixture *Nutrilon* can be an example of usage of scientific words such as “*immunitet*” and “*vitamin*”. If we look at the sample “*Immun tizimini qo’llab-quvvatlash uchun Nutrilon.*”. The word “*immunitet*” doesn’t originate from Uzbek language, it is taken from Old French meaning “...exemption from service or obligation”²³

Fast food advertisements are full of following borrowed words

a) burgers and hot-dogs (шефбургер, боксмастер комбо, пицца мега комбо, комплексные обеды etc.). These words are mostly used by youth as they are frequent consumers of fast food. For instance, they do not say “a collection of three pizzas” they just use the expression “*pizza set*” itself as it is quicker and easier.

b) pizzas (летнее комбо, маргарита, Bellissimo pizza, etc.) As we can observe in the examples all the borrowed words are the names of pizza and often people while making an order use this words instead of their translations. Many pizzas were called after a particular person. *Margarita* is a widespread type of pizza which was called after a queen who had a desire to taste an unusual meal and was served three types of pizza, but liked exactly this one with tomatoes, basil and mozzarella.

In conclusion, we want to highlight the idea that penetration of borrowed words has been inevitable in our era of internet and technologies. It is essential for the linguists to examine this notion not only because of the linguistic factor but also due to the cultural exchange. These borrowings has illustrated that one culture influences

²³ Online Etymology Dictionary:

[https://www.etymonline.com/word/immunity#:~:text=immunity%20\(n.\).%20late%2014c.%2C%20%22exemption,German%20also%20from%20late%2014c](https://www.etymonline.com/word/immunity#:~:text=immunity%20(n.).%20late%2014c.%2C%20%22exemption,German%20also%20from%20late%2014c)

another through language and enriches vocabulary of a particular language, thus denoting the evolution of a language.

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