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**НАУЧНО-ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА**

**««Использование англицизмов**

**в названиях магазинов г. Лиды»**

Секция «Иностранные языки»

Автор исследования:

Тарашкевич Александра

учащаяся 9 «А» класса

Руководитель исследовательской работы:

Шпак Ирина Францевна

учитель английского языка

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**Introduction**

It is not a secret that at present there is not a single sphere of life, which has not affected the English language. We hear more and more often foreign words in the speech of others. English is a global language. It is used in many areas of public and scientific life. Almost everywhere you can see inscriptions in the English language. Such words are called anglicisms, also known as loanwords, which are words borrowed from English into another language.

The issue of English anglicisms in the names of shops is particularly important in connection with fundamental changes dictated by life itself. Today, English as a foreign language is becoming really popular. An increasing number of people are learning this foreign language and using in widely in practice.

Market-based relations become very important nowadays, so the names of the shops automatically included in our life and in our consciousness, greatly influence the change of our vocabulary, becoming a part of it.

It becomes obvious that every shop needs a name. It must be motivated, sound good, attract attention and reflect the content of the store. But sometimes the customers see the opposite. They read a beautiful name, try to translate it, go into a store and do not find what they expected to find.

How are shops names invented? Why do shop owners use English words for naming? Does English really help to attract customers’ attention? Do customers notice the correct or incorrect use of words from the point of view of norms of the Russian language in the names? These questions, in our opinion, are interesting and relevant.

So, **the problem** of the research work is that there is a discrepancy between the names of stores and their products.

**The object**  of study is the shops in the town of Lida, and **the subject** of study – the use of anglicisms in the names of the shops.

The purpose of the study is to conduct a study and determine whether it is always advisable to use English words in the names of the shops.

To implement this topic it is supposed to solve the following tasks:

1. To study the theoretical material and get acquainted with the concept of anglicisms.

2. To identify the causes of English borrowing in our country

3. To make a list of stores that use English borrowings in the names of shops in the territory of our city.

4. To consider the meaning of the words used.

5. To correlate the names with store appointments.

6. To conduct a survey among the visitors of these stores.

**The hypothesis** of the study is that the use of English borrowing in outdoor advertising is not always appropriate.

**The novelty** of the research is in the fact that for the first time it is attempted to analyze the use of the English language in the names of the shops and their products in the town of Lida.

The work has both **theoretical and practical value**.

**The theoretical value** of the study lies in the fact that it contributes to the further development of the theoretical problems of English borrowings in the Russian language.

**The practical value** of research is in the possibility to use the material and the results of this research at the lessons of English on shopping and it can also be recommended for those who are interested in a local market naming.

In the process of research, the following **methods** were used:

* the method of studying the scientific literature;
* the method of semantic analysis;
* the method of structural analysis;
* the method of comparison;
* the method of generalization;

-a sociological survey.

**Research stages:**

1. Preparotory stage (project planning).

2. Collection and systematization of information.

3. Conducting research.

4. Stage of data processing.

5. Registration of the results.

6. Final stage (conclusion).

**The structure** of the research work, it consists of:

1. List of shops that use anglicisms in their names.

2. Analysis of the use of anglicisms in the names of the shops in Lida.

The findings of the study.

Literature.

Application.

**Introduction** includes the explanation of the aim of our work, tasks and the methods of the research.

**Chapter 1** concerns the most important reasons for anglicisms and the process of creating names.

**In Chapter 2** we write a list of shops with the English words in their names, make the survey of the customers and shop owners opinions to find out whether it is always advisable to use English words in the names of the shops.

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**In Conclusion** we summarize the results of our research work.

**Bibliography** contains a list of scientific literature and websites we have used in our research paper.

**Appendix** contains detailed information about the results of the survey.

**1. CHAPTER 1. ANGLICISM IN THE MODERN WORLD**

1.1 THE CONCEPT OF ANGLICISM AND THE CAUSES OF THEIR APPEARANCE

In order to better understand the concepts of anglicisms, their types and causes of appearance in the Russian language, we studied the scientific literature. To begin, consider the interpretation of the concept itself. S.I. Burns defines Anglicisms as “Words or turns of speech in any language, borrowed from the English language or created on the model of the English word or expression” [1.35]. Thus, Anglicisms are considered not only English words used in speech, but also words formed and Russian by English morphemes.

In order to understand why the number of anglicisms in Russian is so great, we studied the works of linguists who are exploring this question.

L. P. Krysin identifies the following reasons for borrowing [8] :

1. The need for the name of a new thing, a new phenomenon (computer; taxi).

2. The need to distinguish between meaningfully close, but still different concepts (fear - panic; message - information).

3. The need for specialization of concepts - in one area or another, for one purpose or another (preventive - preventive; export - export).

4. The tendency is that a solid, not dismembered into separate constituent objects should be designated “whole”, undifferentiated, and not a combination of words (sniper-russ: well-aimed shooter, sprinter-runner for short distances).

5. The presence in the borrowed language of the existing systems of terms serving one or another thematic area, professional environment, etc. and more or less uniform in terms of the source of borrowing of these terms. This is the terminology of computing, which has developed on the basis of the English language, sports terminology, as well as the vocabulary of uncodified language subsystems (hippies, musicians, hackers, etc.)

6. The perception of a foreign language word as a more prestigious, “scientist”, “beautifully sounding” (merchandiser)

MA Breiter also investigates this problem and identifies the following reasons for borrowing:

1. The absence of an appropriate concept in the cognitive base of the receptor language. The Anglicisms such as the badge, classifier, laptop and its new varieties: the laptop, organizer, pager, timer, scanner, tuner, printer and others;

2. The absence of a corresponding (add - more accurate) name (or its "loss" in competition with borrowing) in Russian - about 15% of the newest Anglicisms - top model, virtual, investor, sponsor, spray.

3. The idea that foreign technologies are more progressive in comparison with Russian ones, foreign banks are more reliable, foreign goods are of higher quality is common among native Russian speakers. This installation, according to the author, is widely used in advertising

Thus, we conclude that the number of Anglicisms in Russian is large. Among them, there are 2 main types of borrowing: 1) Words that have come into the language to name new subjects or a term that has an international character. Their use in speech is in most cases justified.

2) Words of foreign origin, having synonyms in Russian. Their penetration into the language creates lexical redundancy and may interfere with the understanding of the meaning. But in many cases this can be avoided by using Russian synonymous words and expressions.

The beginning of the penetration of English words in the Russian language is considered to be the end of the XVI century since the beginning of trade relations between Russia and England. When Peter I became the tzar of Russia the great value was given to the process of learning English. The Russians visited England not only for learning the English language, but also for other reasons – shipbuilding, military and engineering. Throughout the XVIII century there was a further penetration of words from English into Russian.

In the XVIII century during the reign of Catherine, a special translation society was organized. Its task was to translate literature mainly about agriculture, English law, religion, history, English way of life, fashion, etc. The international importance of England in the end of XVIII – early XIX has increased due to a rapid development of the industry. This contributed to the flourishing of science and technology in England.

Russian writers, poets, critics such as A. S. Pushkin, V. A. Zhukovsky, M. Lermontov, A. S. Griboedov, I. S. Turgenev, L. N. Tolstoy knew the English language well. By the mid-1830-ies 30 novels of Scott, 6 novels of F. Cooper were translated in Russia. Many English literary works were first staged in the theatre. The plays of Shakespeare were particularly successful.

So one of the main reasons for the penetration of English in the Russian language, as we see, are diplomatic and trade relations. And there are many other reasons such as:

1. English words occur as the names of new realities, a new subject, a new concept that appears in public life. For example «brand».

2. A new word is a more convenient for what was formerly called by using phrases: the most top-selling thing «bestseller».

3. New words arise from the need to emphasize a partial change in the social role of the subject in a changing society: «office» – place for clerks.

4. The borrowing of new words due to the influence of foreign culture, simply in fashion.

Borrowings in modern Russian language are very significant, they can be seen on the television, radio and in the press. Scientists have estimated that the number of borrowings in newspaper texts make up about 25-26%.

The majority of borrowings are nouns, the second place are adjectives, followed by verbs and finally the remaining parts of speech. [4; 19] The younger the borrowing, the more it is formally different from the earlier language and the borrowed words.

Borrowings in different languages have different impacts on the enrichment of the vocabulary. In some languages they don't have much influence, which could have a material effect on the vocabulary of the language. Since borrowing as the process are presented in every language and essential to the lexical structure of the Russian language in particular, this theme will be always important, as a living language — a constantly developing phenomenon. [3; 240]

So, the process of borrowing of new words is a natural process. It exists due to certain reasons, most often extra-linguistic. New objects and phenomena of reality in a language appear day after day. They need to be called. But the word either is not presented in a language, or it is for some reason inconvenient for frequent use.

1.2 SOURCES OF ANGLICISM IN THE MODERN WORLD

Having studied the causes of the appearance of Anglicisms, we decided to single out the most important sources of their appearance in the Russian language. These include:

- advertising is one of the main sources of anglicisms in the Russian language. Domestic advertisers often have no experience creating advertisements, and therefore copy English-language advertisements, filling out Russian-language advertising texts with Anglicism: steamer, roster, trimmer, pager, immobilizer, spoiler, shock sensor, locker, snooker, pool, squash.

- the Internet. The increase in the number of Internet users has led to the spread of computer vocabulary: homepage, e-mail, CDROM, chat, bits, bytes, disk, cursor, flash drive.

- cinema. The popularity of Hollywood films has led to the emergence of new words in our vocabulary: horror, blockbuster, western, prime time, cyborg, terminator.

- music. The perception of the United States as the center of musical fashion led to the emergence of such words as a slide show: hit, single, remake, track, sound track, poster, etc. - sports vocabulary: bowling, diving, skateboard, snowboard, biker, shaping, fitness. - cosmetic terms: lifting, scrub, peeling).

Conclusions on the first chapter:

So, many linguists have been studying the reasons for borrowing foreign words. There are various classifications of the reasons for borrowing foreign words, in particular English words. The reasons for borrowing Anglicisms in modern Russian are in fact much more extensive. One of them is that the number of Russian people who speak English has increased. At the same time, the use of foreign vocabulary by reputable personalities and popular programs also gave a powerful impetus to the development of this process.

The main sources of borrowing music, cinema and the Internet are hobbies and are uniquely individual for each person. People emphasize foreign words only from the industry that they are interested in. What can I say about advertising, nobody asks us to show this or that advertisement on TV, to weigh this or that poster or billboard with bright foreign inscriptions on the streets, all this leads to the fact that sometimes we do not even notice how we begin to use English language imposed on us. But how well is its use? In this issue, we decided to look into, examining the advertising of our city.

**CHAPTER 2. ANALYSIS OF the use OF ANGLICISMS IN THE NAMES OF THE SHOPS IN LIDA**

The study was conducted in the city of Lida. In the result of a detailed study 20 stores with anglicisms in their names were revealed and analyzed. (see Appendix 1). Shops we divided into 4 groups:

1. Stores sound in English and written in English: "Fix Price", "Columbia", "Step", "Second Hand", "Life", "Sandal", Columbia», "Black Case", "Arizona", "Belwest", Atlant" .

2. Stores sound in English, but written in Russian: "Second Hand" as «Секонд хенд».

3. Shops sound in Belarussian, Russian or other foreign language , written in English : "Lubawa», "Milavitsa", "Shagovita", Marco, "Belita Vitex", "Mark Formelle", "Keramin", "Shik" .

4. Shops use in their names one Russian and one English word ("Angel косметикс").

It should be noted that not all the names of stores were corresponding to the goods they sell.

**20 shops and their naims:**

1. **"Fix Price"**

Stores "Fix Price" are absolutely new and unique format in the Russian retail market, although in the world it is very popular and in demand for a long time.

The main idea of the project is to offer customers a wide range of necessary household goods for the whole family at a low bargain price. The store fully corresponds to its name.

1. **«Second Hand»**

The name "Second Hand" comes from the combination of English words "second» and "hand". Thus, the "second hand" is translated into Russian language as "вторые руки" or "со вторых рук".[8; 582]

The dictionary of the English language offers such a meaning of the phrase "second hand" as to buy after the use by the previous owner or to buy something after it was used by the previous owner."

The store sells clothes that have already been used. So, the store is entirely up to its name. The use of English in this case is justified. The customer sees and understands what kind of goods he/she can purchase there.

1. **«Life»**

"Life" is a trademark of the company that provides telecommunications services, primarily mobile services. The name comes from the English word, which translated into the Russian language with the meaning "existence." [9; 688] The logo of the mobile operator looks like an egg, which symbolizes the origin of life. The name is completely relevant.

1. **«Sandal»**

The store named "Sandal" offers a wide range of brendy women's and men's shoes to every taste. In this shop everyone can find their perfect pair of shoes.

The store offers a wide range of shoe care products, which help to protect footwear. The word has an English origin. It is translated into the Russian language as «сандалия, ремешок, надевать сандалии». The name is completely relevant.

1. **«Columbia»**

The Columbia company is a family run business of German immigrants who came to the U.S. in the mid-twentieth century. Originally it was a small hat company, Columbia Hat Company, named after the river that flowed near the house founders. After a while mark was transformed into a brand sportswear for lovers of nature and active recreation. There one can find women's, men's and children's clothing for nature walks, sports and other activities. Professional sports fans, and those who have never gone hiking will be able to find suitable clothes in this shop. The main characteristics for this sports clothing are design, quality and the uniqueness. Designers develop collections for different sports and climatic conditions. Things can be chosen in accordance with the type of activity: hiking, mountain tourism, winter tourism, skiing, running. The name is partially relevant.

1. **«Step»**

The store named "Step" offers a wide range of shoes to every taste. In this shop everyone can find their perfect pair of shoes. The store offers a wide range of shoe care products, which help to protect footwear. The word has an English origin. It is translated into the Russian language as «шаг». The name is completely relevant.

1. **« BlACK CASE »**

The shop named "BlACK CASE " offers a wide range of mobile accessories to every taste. It is translated into the Russian language as «черный чехол». The name is completely relevant.

1. **«Arizona»**

Arizona is a chain of shoe shops with a rich and varied selection of shoes. Shoes and sneakers for intense sports training, strict business shoes for formal events, boots for rainy autumn or cold winter, light and comfortable sandals for women, men and children's shoes. High and low heels. Made of leather and suede. All of these can be found in the stores of Arizona.

According to Wikipedia, Arizona is the 48th state, which became part of the United States. [10] It is located in the South-West of the country. Along with Utah, Colorado and New Mexico it ranks among the "four corners States". The capital and largest city of the state — Phoenix (Phoenix). The climate of Arizona is characterized by mild winters and high temperatures in summer. Perhaps such climatic conditions were taken into account in the process of design and production of shoes. Its name is partially relevant.

1. **«Angel косметикс»**

"Angel" is translated from English to Russian as «ангел» or «защитник».[9; 324] Among the synonyms of the words you can find « treasure, darling, dear, star». In the shop "Angel cosmetics» they sell cosmetics. Cosmetics is a beauty which cheers the woman up, makes people pay attention to her, in one word, be noticeable, be in a good mood, feel dear and important to someone. Thus, its name is justified.

1. **«Milavitsa»**

Milavitsa — one of the largest companies that produces and sell women underwear. In 1991 employees of the company asked the Union of writers of Belarus to help to come up with a name for the company. The writer Vladimir Pavlov proposed the name "Milavitsa". For the ancient Slavs the word "Milavitsa" was associated with the planet Venus. A goddess called Venus (Венера) is a symbol of love and personification of female beauty. Women's underwear, swimwear, jerseys are produced and sold under the brand Milavitsa. The name is completely relevant.

1. **«Lubawa»**

The store name comes from the Belarussian word «luba» that means pleasure, cute, lovely, pleasing or the assessment of the situation or actions as pleasing or enjoyable to someone. [5; 1328] Today "Lyubava" - one of the market leaders in jerseys production. The company products are distinguished by the richness of colours and patterns, nice fabrics, modern silhouettes,good tailoring, and finally, an amazing practicality and durability. The policy of the company is "the best should be available for the Belarusian buyer." The name is completely relevant.

1. **«Marco»**

The name of the shop "Marco" is composed from the initial letters of the words: the name of the owner Martynov N. In. ("Mar") and the company of like-minded partners in business ("Ko").

The specialty of the shop - selling men leather shoes. The company has got a logo that represents two ideas in one: the first letter of the logo ("M") and at the same time the letter is written in the form of men shoe. Emphasizing and at the same time uniting all the letters of the logo the line symbolizes moving forward into new perspectives, stresses the quality of the products. The store logo is quite informative for buyers who can guess what goods can be found in the store.

1. **«Belita», «Vitex»**

The name "Belita» is a combination of words "Belarus" and "Italy" – the home countries of the enterprises-founders. This is a firm that produces and sells cosmetics.

The name "Vitex" is an acronym composed of the letters of the name of the founder of the company Tereshchenko Viktor Alekseevich. Both stores specialize in the sale of cosmetic products. Store names are translated into English through transliteration. The name of the shop would not be informative and recognizable by the customers if it was not a brand.

1. **«Keramin»**

The root of the word "Kera" provides the customer with the information what the company works produse and sell - ceramics. The second part of the word – "min" – says about the place where the production of the main products of the company is organized, in Minsk.

The shop spesialises in ceramic tiles, sandstone tiles, ceramic sanitary ware – toilets, sinks, ets. The name is completely relevant.

1. **«Mark Formelle»**

Mark Formelle is a range of shops which spesialises in selling women's, men's and children's underwear and knitwear in Belarus as well as hosiery and accessories. The name Mark Formelle has a French origin and it is translated as "formal sign". The name of the store is not relevant and not easy for customers to understand.

1. **«Atlant»**

Atlant is a Belarusian company and a chain of shops selling large and small household appliances such as refrigerators, washing machines, electric kettles, gas and electric stoves. The word "Atlant" has Greek roots and means "to carry". Maybe that's why most interpretations of this name are associated with wearing something heavy. [6; 944]

According to Wikipedia the meaning of the word "Atlant" is the name of one of the titans of the second generation, holding on his shoulders the heaven. [10] Sometimes the characters in Greek mythology are also called Atlants. Also, the Atlantean, according to one of the works of the Greek philosopher Plato, was the name of the son of Poseidon. He later became the first king of Atlantis, and the people began to call the Atlanteans. The Greeks and after them the Romans started using the word "Telamon", indicating the use of sculpture instead of columns in the design of buildings. If the sculpture depicts a woman, they were called caryatids, if men Atlants. The name is completely relevant.

1. **«Shik»**

The name of the shop Shik or Chic has a French origin. [4; 234] The explanatory dictionary gives the following information: it is the sign of a better tone, higher advantages (in behavior, in any event), glitter and luxury. Its synonyms are brilliance, magnificence, pomp, luxury, style. These shops sell men and women shoes and clothes at quite high prices not for everybody. The name is relevant.

1. **«Belwest»**

Belwest is a range of shops selling shoes. The name consists of two parts: Bel and West. The use of the first part of the word BEL implies the fact that it is produced in Belarus. The second part of the word West means Western countries. Maybe Belarusian shoes are produces not only for Belarus but also for Western countries. Its basic directions are the manufacture of footwear, accessories and related products. The slogan of the store Belwest "Make your life easy to go through." The name of the shop would not be informative and recognizable by the customers if it was not a brand.

1. **«Funtastic»**

The name of the store is a widespread and commonly used English word Fun. The dictionary explains this word as the joy, based on fantasy, not real, extremely good, imaginary and strange, very unusual or unexpected. The shop specializes in the sale of children's goods mostly toys. Toys bring joy to children, they are fun to play with. The store with such a common name may sell a diverse range of products, not only toys. The name of the store meets the expectations of the potential customer partially.

1. **«ShagoVita»**

The name includes two words «Shago» and «Vita». The word step means to move forward, and the word Vita is translated from Latin as life. The shop specializes in selling stylish, beautiful and modern baby shoes. The shoes are described as comfortable, high quality, taking care of the proper growth of children's feet. The goods are updated regularly, reflecting new trends in children's fashion. In a collection of the store one can find different types of shoes for children: shoes, boots, summer shoes (sandals) for kids of all age group. The name is relevant.

CONCLUSION

The conducted research allows us to make the following conclusions.

1. The study and the analysis of literature on the problem showed that borrowings from the English to the Russian language have a great impact on the enrichment of the receiving language vocabulary.

Since borrowings as the process can characterize every language, they are becoming an essential lexical part of the Russian language enriching it greatly and constantly. So the issue is very important, as a living language — a phenomenon that is continually developing.

2. In the process of study a list of stores that use English borrowings in the names of shops in the town of Lida was made up 20 stores with English borrowings in the names were researched and analyzed and divided them into four groups:

1) the majority of stores use in their names words that sound and written in English ("Fix Price", "Columbia", "Step", "Second Hand", "Life", "Sandal", Columbia», "Black Case", "Arizona", "Belwest","Atlant", "Funtastic")– 11 stores;

2) stores sound in English, but written in Russian: "Second Hand" as «Секонд хенд») – 1 store;

3) shops sound in Belarussian, Russian or other foreign language , written in English ("Lubawa», "Milavitsa", "Shagovita", "Marco", "Belita", "Vitex", "Mark Formelle", "Keramin", "Shik" ) - 8 stores;

4) shops use in their names one Russian and one English word ("Angel косметикс") -1 store.

3. After analyzing each name, relying on various dictionaries and relevant literature it was concluded that the names of 15 shops correspond to their purpose, 5 – partially correspond.

The name of the store is «a magic word» that attracts customers, affecting a variety of human feelings. The names often presented in the form of shortening or abbreviation, the majority of stores have a logical correspondence to the goods they offer, the brand names are mostly understandable for consumers, they are easily pronounced and remembered. The names of stores are given according to the naming principles: brevity, accuracy, capacity, value.

4. The results show that the goal of the study was achieved, and the hypothesis is confirmed.

Based on the information received, we came to the conclusion that the hypothesis of the study was confirmed. Indeed, if we know the meaning of English words, we will be correct in their use.

Our work contributes to the correct perception of English-language borrowings in store names by students, which is its practical value.

The survey showed that the majority of residents of Lida have a positive attitude to the shops names written in English. 20 visitors of shops were asked to answer the questionnaire. 16 out of 20 visitors noted that they pay attention to the English words in the shops names, they know how to translate these English words. Approximately the same number of shop customers visit either the stores with English or Russian names. (see Appendix 2)

16 owners(shop-assistants) were asked to answer the questionnaire. 15 of them noted that they use English words in the shop name purposely. They are sure that English words attract visitors and make their shop more memorable. (see Appendix 3)

Undoubtedly, the knowledge of English is necessary, the penetration of English words in everyday life makes our language richer.

The study also proves how interesting and relevant this topic is in regard to the changes made by life itself.

Today, foreign language is becoming really popular. An increasing number of people are learning foreign languages and widely use these skills in practice.

The revival of intercultural communication makes foreign language a necessary tool for the dialogue of cultures. It contributes to the wide use of English words in real life.

