

# Anglicisms Functioning Peculiarities in the Chechen Republic Mass Media

Luiza Yu. Israilova<sup>1</sup>, Larisa Yu. Israilova<sup>1</sup> and Sovdat V. Baydarova<sup>2</sup>

<sup>1</sup>*Kadyrov Chechen State University Named After A.A. Kadyrov, Grozny, Russian Federation*

<sup>2</sup>*Institute of the Development of the Chechen Language and History, Grozny, Russian Federation*

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**Abstract:** At the beginning of the XXI century, there is a tendency of increasing the proportion of foreign-language borrowings in the Chechen language. The current state of the Chechen language, in particular the language of the media at the beginning of the 21st century, is characterized by extremely active processes of borrowing large layers of vocabulary from various spheres of public life. It is well known that the English language today is considered by linguists as the main source of the latest borrowed words. Over the past three decades, since the 21st century, the Chechen language has borrowed words from various layers of the vocabulary of the English language. It is proved that the penetration of borrowings from different styles of the donor language (most often from English and especially from its American version) is a consequence of the processes of democratization of society. The newest thematic groups of borrowings recorded in the texts of modern Chechen mass media are identified and analyzed.

## 1 INTRODUCTION

The socio-political processes taking place in modern society over the past three decades have caused fundamental changes in the life and outlook of citizens, which could not but be reflected in the processes that occur in the Russian language. The dynamism of processes in the field of vocabulary and stylistics provides linguists with inexhaustible resources for linguistic research, and also attracts the attention of writers, journalists and ordinary native speakers with different levels of linguistic and communicative competence.

Such significant changes in language occur precisely during the period of global transformations in public life. In general, changes at the level of language functioning have a significant impact on its language system. Transformations at the level of language functioning necessitate the identification and systematization of language transformations caused by the emergence of new social realities and a thorough study of the specifics of language processes that cause them.

Among other processes that are pronounced in the modern Chechen language, it is necessary to single out the process of borrowing foreign language

vocabulary – especially English – the specifics of which, of course, are not limited only to its intensity. Borrowings that have appeared in the Chechen language as a result of the process of lexical interference are subject to semantic and stylistic changes, being, along with the Chechen vocabulary itself, the object of action of all processes occurring in the language.

The phenomenon of borrowing is not new for the Chechen language – foreign lexemes began to appear in the lexicon since the end of the XIX century, however, over the past three decades there has been an unprecedented intensification of the borrowing process, which began in the late XX – early XXI century and which occurs against the background of other equally active processes in the vocabulary of the modern Chechen language. At the initial stage of lexical interference (the end of the XIX century), the functioning of foreign lexemes was characteristic mainly of the spoken style, but today, the process of borrowing lexemes from foreign languages (mainly from English) to one degree or another finds its embodiment in all functional styles of the Chechen language.

Our research focuses on lexical units borrowed from English, although the Chechen language

currently has lexemes borrowed from French, German, Italian, Spanish, Arabic, Latin, Greek, and sometimes exotisms from Japanese and Chinese are used.

At the present stage of research, Anglicisms are popular and relevant borrowings, since English is the language of international politics, science and culture, therefore, despite the influence of globalization processes on the Chechen language, the activation of borrowing of English lexemes is due to a number of linguistic and non-linguistic factors. Lexical units from the American version of the English language (the so-called Americanisms) are especially actively borrowed, which is associated with the popularization of American cinema and show business in modern Chechen youth culture.

The intensification of the process of borrowing Anglicisms is a reflection of such important socio-political, cultural processes taking place both in the world and in Chechen society. All these changes have led to the penetration of Anglicisms into all functional styles of the Chechen language and the emergence of various thematic groups of English-language borrowings and their stratification by stylistic features - this is what determines the relevance of our research.

It should be noted that the vocabulary borrowed by the Chechen language consists not only of Anglicisms from the sphere of scientific terminology, sports sphere, but also borrowings from the slang of the English language, which abound in the colloquial speech of representatives of the younger generation of the Chechen Republic.

The increase in the variability of the composition of borrowed vocabulary in the colloquial speech of the Chechen language is primarily due to the globalization processes in the world.

The variety of genre varieties and stylistic coloring of words of foreign origin were not taken into account by linguists because of their biased attitude to borrowed vocabulary, which, in their opinion, clogs the Chechen language. All these factors are evidence that foreign words have become an integral part of the lexical composition of the modern Chechen language and their functioning has its own specifics in each of the styles of the Chechen language, which determines the relevance of this study.

The rapid development of technology, science and culture has led to the emergence and active functioning of a large number of terminological units in the modern Chechen language. Dyakov A. I. calls the intensive development of scientific and technical terminology a "terminological explosion" (Dyakov

2000, p. 7). This "explosion" manifests itself not only in an increase in the number of terms in the language, but also by attracting foreign terminological vocabulary.

## 2 LITERATURE REVIEW

A large number of studies, both foreign and domestic, have been devoted to the problem of borrowing foreign vocabulary into the language. Among them, the works of L. M. Arkhipenko (Arkhipenko 2005), B. M. Azhnyuk (Azhnyuk 2008), IT. N. Efimenko (Efimenko, 2009), L. P. Krysin (Krysin, 2006), A.I. Dyakov (Dyakov, 2003), T. V. Zhrebilo (Zhrebilo, 2016), I. Yu. Aliroev (Aliroev, 1970), Ovkhadov M. R. (Ovkhadov, 2017), Israilova Luisa Yu., Israilova Larisa. Yu. (2015, 2017), etc.

Despite the fact that in Chechen linguistics there is a large number of studies devoted to the problem of lexical borrowings and this issue continues to be developed in Chechen and foreign linguistics, it still does not lose its relevance and acuteness. In addition, despite the continuity and intensity of the process of lexical borrowing, not all aspects of the study of this problem can be considered sufficiently studied.

Taking into account all the processes that are taking place in the language now, at the present stage of the development of Chechen linguistics, the issue of developing the principles and foundations of language policy, in particular those provisions that relate to foreign language borrowings, is of fundamental importance. At the present stage of the development of Chechen linguistics, the question of functional and stylistic differentiation of foreign-language borrowings is the least studied, since for three decades they have been considered by researchers mainly as part of scientific and technical terminology and as foreign-language inclusions and exoticism in journalistic, artistic and colloquial styles.

## 3 RESEARCH RESULTS

The research is dedicated to the study of functional and stylistic manifestations of the latest borrowings of foreign origin in the modern Chechen language.

The content and scope of the concepts borrowed words, foreign words, borrowings, the latest borrowings are determined, the problem of functional and stylistic manifestations of the latest borrowings is considered, the attention is focused on the peculiarities of their use in modern language styles,

the influence of internal and external factors on the development and enrichment of the vocabulary of the modern Chechen literary language is substantiated.

It is proved that English (especially its American version) is the main source of the latest borrowings due to its status as the language of international science, politics and art.

It is noted that since the XXI century, the Chechen language began to borrow lexemes from various layers of the vocabulary of the English language. It is proved that the penetration of borrowings from different styles of the donor language (most often from English and especially from its American version) is a consequence of the processes of democratization of society.

The newest thematic groups of borrowings recorded in the texts of modern Chechen mass media are identified and analyzed.

#### 4 DISCUSSIONS

Over the past two decades, a significant layer of foreign words has been borrowed by the Chechen language. The media term system is one of the systems that were formed as a result of the introduction of scientific and technological progress in various spheres of public life. In the Chechen language, the system of media terms is at the stage of formation.

The scientific and technical terminological system of the Chechen language is constantly updated with foreign-language terms, which is quite a natural phenomenon, since the rate of appearance of scientific and technical concepts exceeds the linguistic resources of each language to provide them with terminological language signs (Borisova L. I., 2007). At the end of the XX – at the beginning of the XXI century, the scientific and technical terminology of the Chechen language was enriched by numerous borrowings from the English language, especially in the field of the computer science, programming and computer technology. This is due to the fact that the focus of scientific and technological progress in mostly English-speaking countries, so there are many new phenomena and concepts for which English-language vocabulary is used. The use of terminology of English-speaking origin, even in cases where other countries are the birthplace of technical innovations, is due to the status of English as the language of international communication (Streltsova, 2017).

Various thematic groups of borrowings are recorded in the texts of modern Chechen media,

*The latest foreign language lexemes of socio-economic topics in the language of the Chechen Republic media.* The development of the Chechen Republic after the sad events that took place at the beginning of the XXI century caused mainful changes in the socio-economic sector. Changes in the economic sphere of any language are associated with the establishment of the foreign and domestic economic policy, the search for new conditions and forms of labor and production, trade and business.

Given into account the intensification of Chechnya's international relations with other republics and states and the leading position of the English language on the world stage, it is quite natural that the process of borrowing of the socio-political and economic vocabulary from the English language has intensified.

A considerable part among foreign-language lexemes is economic foreign-language vocabulary. This is due to the fact that one of the first borrowings from the English language were words from the economic sphere in the early 90s of the twentieth century. The Chechen language through gets a large number of economic, financial, commercial, trade terms in English: *underwriting, leasing, barter, dealer, distributor, merchandiser, promotion, holding*, etc.

One of the first borrowings of the above period are the lexemes *business* and *businessman*. They come from the English words *business – business, businessman – entrepreneur*. For example:

«Локху деношкахь белхан гуллакхашца доьзна Нохчийн Республикехь хилира Йаьрбийн Цхьабнатоьхначу Эмиратийн бизнесан векалийн делегаци» ("Daimohk", 02.02.2022").

These borrowings are so ingrained in the system of the Chechen language that its native speakers no longer perceive them as foreign words, they can acquire a figurative meaning and a number of derivatives of complex nouns are formed from them, for example: *a business forum* (from Latin - a platform for communication), *a business session* (this is a system of short-term meetings (two-three academic hours) aimed at improving the efficiency of an employee in the workplace, radically restructuring the attitude of employees to the system of working relationships, including the training system), etc. For example:

«ХЮкху деношкахь Нохчийн Неспубликин коьртачу шахьарахь «Грозный-Сити» отелехь Казахстанерчу а, Кьылбаседа Кавказан федеральни округерчу а бизнес лелоран векалша бизнес-форум дIаяьхьира» ("Daimohk", 20.08.2016").

«Соблжа-Галахь даяьхьира «Кавказана инвестицеш е» цле йолу кхоалга бизнес-сессии. Иза вовшахтоьхнера Россин Федерацин Къилбаседа Кавказан гуллакхашкахула йолчу министерствос Нохчийн Республикин Правительствоца цхьаьна а, «Къилбаседа Кавказ кхиоран корпораци» («КРСК»), «Къилбаседа Кавказан курорташ» («КСК») акционерни юкьараллийн (АО) гюьнца а» ("Daimohk", 21.07.2017").

In the early 90s of the last century, the following terms borrowed from the economic sphere were borrowed by the Chechen language: *marketing* (English *marketing* - "activities aimed at achieving the goals of enterprises, institutions, organizations by generating demand and maximizing satisfaction of consumer needs" (Yartseva, 1988) and its derivative – *marketing; trust* (eng. - *trust* – "a system of relations in which the property that originally belongs to the founder is transferred to the disposal of the trustee, but the beneficiaries receive profit from it" (Yartseva, 1988), promoter (Eng. promote – promote; promote – "a person or group of persons engaged in targeted advertising of goods, services or brand with the purpose of promoting them to the market" (Yartseva, 1988). It is worth noting that the borrowing of the promoter is also widely used in sports topics, for example: "Латарийн суьйренехь лаккхарчу говзаллин промоутеран «Ахмат» лиго а, йозаллехь UFC-н чемпион хиллачу Бразилерчу Вердум Фабрисисус а цхьаьна бартана (контрактана) куьйгаш яздира" ("Daimohk", 10. 02. 2017"); *tender* (eng. tender - offer – "competitive form of placing an order for the purchase of goods, provision of services or performance of works" (Yartseva, 1988), for example: Дакхайкхийначу тендерца нийса а догуш, конкурсан толамхо декхарийлахь хир ву инженерин талламаш бан а, проект хIотто а, некъ кечбаран белхаш дIабахьа а» ("Daimohk", 29. 07. 2019"); manager (eng. manage – manage – "an employee engaged in management at a certain site or service sector" (Yartseva, 1988), for example: " Ульяновскан, Челябинскан областашкахь, Башкортостан, Удмурти, Пезалойчоь республикашкахь, Красноярскан крайхь, Москвахь кхаа менеджерех йолу тобанаш кхоьллина, кхийолчу регионашкахь уьш къастор дIахьош ду» ("Daimohk", 27. 02. 2018").

Wide-spreaded in the media is the borrowing offshore (English offshore – beyond the shore) and its derivatives formed by the suffix method (offshore). Offshore is a territory or a country that has attractively low or zero rates on all or some types of profits of foreign companies. The borrowing offshore

and its derivative offshore has narrowed its semantics and is used in the Chechen language mainly in economic meaning, for example: «Шина гIайри гIехь йолчу цуьнан лаьттан барам 261 кв. км. бу. Европай баха хевшинчарах хьалхара гIайренаш ю уьш. Кхузахь кхиьна юьртан бахам, офшорни банкан гIуллакх, туризм» ("Daimohk", 18.04.2017).

If the above-mentioned economic terms of English-speaking origin have been functioning in the Chechen language for a long time, then such a new lexeme as blockchain (English blockchain - "a chain of transaction blocks (Yartseva, 1988) is not yet commonly used, but it is actively used in news texts of economic and social topics. "Ас а, кхин шина накьоста а биткоинах а, блокчейн технологех а гIуллакх деш дика хан яккхина, Йорданехь а, Iаьрбийн кхийолчу пачхьалкхашкахь а криптовалюташ лелош, церан мехаш толлуш" ("Daimohk", 13.03.2018).

New in economic topics is the borrowing of a startup (English start up – to start). A startup is a newly created company that owns a limited set of resources and builds its business on the basis of innovations or innovative technologies (word formation). For example: "Цул сов, дешаран хьармин эксперташ тешна бу диплом яздаран ламаст стартапаца хийцаро, вузийн выпускникашна шайш хьаржинчу говзалица болх бан аьтто бийриг хиларх" ("Daimohk", 18.01.2019).

Media lexicons of foreign language origin in the modern Chechen mass media. In the modern mass-media foreign-language lexemes can often be found in printed media publications, which are used to denote certain trends in society. For example, the lexeme trend in the source language has the value: 1) the general development or change in the situation or behavior of people; 2) new trends in clothing, makeup, etc. (Cambridge University Press, 2003). In the Chechen language, the word has a similar semantics: "the general fashion trend of the season, which characterizes recognizability, mass character and limited time" (Yartseva, 1988) For example: "Цул сов, дешаран хьармин эксперташ тешна бу диплом яздаран ламаст стартапаца хийцаро, вузийн выпускникашна шайш хьаржинчу говзалица болх бан аьтто бийриг хиларх" ("Daimohk", 21.07.2022).

This group includes the Anglicism brand. In English brand means: 1) the type of product produced by a particular company (Cambridge University Press, 2003). In the process of adaptation to the language system of the Chechen language, the brand

lexeme has undergone a narrowing of its semantic structure and is used in the meaning of "trademark of a company, product or product; a set of graphic, textual and other information related to a company, product or service, including logos, slogans, etc. For example: "Россин Федерацин Юкьараллин палато «ТОП-1000 локальных культурных и туристических брендов России» аьлладу конкурсахь дакъалацаре кхойкху субъектийн векалш" ("Daimohk", 06.11.2022).

The latest foreign language lexemes of information technology topics in the language of the Chechen Republic media. A large number of information technology terms in the media caused their division into several thematic groups.

Device names. The development of technology has caused the emergence of many devices, the names of which, as a rule, are English-speaking. For example, today the word gadget (English gadget – device) is very popular in Chechen – "a thing that is usually electronic or that has to do with electronics, an accountant or the Internet" (Yartseva, 1988). For example: "Таханлерчу дийнахь вайн бераш, кегийрхой оцу интернетех мел бозуш бу хаьа-кх вайна. Школе даханчу хЮра а (ур-атгалла, школе дахаза долчу а) беран шен гаджет, смартфон, компьютер, ноутбук ю" ("Daimohk", 15.06.2018).

Gadgets today are devices whose name contains the English-language part of smart are very popular and widespread, for example: smartphone. For example: "Кхузахь ала догу, ВТК-н мобильни сеть баккьал а кхиарна тЪаьхъайисна хилар. Смартфонца а, планшетца а компанин сим-картица интернет лелор нислур дац: GSM-н хуьлуш йолчу 2G" ("Daimohk", 17.12.2015); "Добалгачу чкъурахь» (сеть 4-го поколения) пайдаэца таро ю «Билайнан» 4G USB-модемийн а, LTE-н смартфонийн а дайн. Нохчийн Республикин бахархошна шайн SIM-карташ USIM-ца (4G технологин карташ) маьхза хийца а, оьшуш болу гIирс эца таро а ло «Билайно» шен муьлххачу а офисехь" ("Daimohk", 10.12.2015).

Various messengers have become an integral part of modernity. Messenger (English messenger – message sender) is a "telecommunication service for exchanging text messages between computers or other devices of users via computer networks" (word formation). For example: "Соблжа-Галарчу I.Садаевн цIарахчу урамехь берана акхачу жЪаьлеша тIелатар дина хилла аьлла, социальни сеташкахь а, мессенджерашкахь а баржош хилла хаам таллар тIедиллина республикин Прокуратуро" ("Daimohk", 23. 05. 2022).

The most popular among Chechens are messengers such as Viber, WhatsApp and Telegram. The media uses both the common name messenger itself and the transliterated names of these services, although their spellings varies – they can be written with both capital and small letters, in quotation marks and the like. For example:

"Россин шеран хьехархо – 2021» Ерригроссин конкурсан Viber майданахь халкъо кхажтасарехь толам баьккхина Соблжа-Галин №7 йолчу школин оьрсийн меттан а, литературин а хьехархочо Макаева Хъавас" ("Daimohk", 13. 10. 2021");

"Республикин пачхьенан мэрис, соблжагIалахойн хьашташка мелла а сиха хьажаран Iалашонца, нохчашлахь уггаре а гIараяьлладу WhatsApp-хь социальни сета чохь леррина тоба кхоьплина" ("Daimohk", 26. 06. 2018);

"Лакхахь хьахийначу Kremlin\_Russian канало хайитина и болх вовшахтохарехь шайш Telegram Analytics-х пайдаэцна хилар" ("Daimohk", 31. 03. 2022);

"Инстаграм олучу социальни сетехь дIахьош ю и проект шен болх. Юкьаяьккхина Нохчийн Республикин Экономика а, юкьараллин а кхерамазаллин совето" ("Daimohk", 08. 12. 2017);

The English word photoshop is quite popular in Chechen. For example: "Монитора тIехь дийнатийн суьрташ гойтура, уьш компьютеран «фотошоп» программин гIоьнца дехкина дара. Берашна хаа дезара оцу гайтинчу дийнатех баккьал дерш муьлха ду, фотошопца дехкинарш муьлхарш ду" ("Daimohk", 12. 06. 2018);

This borrowed lexeme comes from the name of the Adobe Photoshop graphics editor, which was developed by the American company Adobe Systems. This application is considered the most powerful photo editor and is the market leader in commercial raster editing tools (Yartseva, 1988). For example: "Дукха хан яц «Цифровая живопись» цIе йолу керла проект юкьаяьккхина. И бахьана долуш, кехата тIехь суьрташ дехкина ца Iаш, суртдилларан кхузаманан гIирсащца компьютера чохь йолу «AdobePhotoshop» олучу графикин редакторан гIоьнца суьрташ дохку бераша" ("Daimohk", 11. 05. 2016).

In the media, you can often find the names of various electronic currencies, which are increasingly called cryptocurrency (abbreviated crypta – from the English cryptocurrency – "a type of digital currency, the issue and accounting of which are based on asymmetric encryption and the use of cryptographic methods of protection" (Wikipedia). With a foreign-

language share of crypto, various phrases can be formed: crypto exchange, crypto market. For example: "Хьалха ма-аллара, ас а, кхин шина накъоста а биткоинех а, Блокчейн технологех а г'уллакх деш дикка хан яьккхина Иорданехъ а, Iаьрбийн кхийолчу пачхьалкхашкахъ а (криптовалюташ лелаш, церам мехаш толлуш, и.д.кх)" ("Daimohk", 03. 04. 2018).

One of the most popular cryptocurrencies in the world is bitcoin (other spellings bitcoin, bitcion). It comes from the English bitcoin, which translates as an electronic coin, and means "virtual electronic currency without centralized management and issuers" (word formation). For example: "Биткоинаш цхьана а аг'юнан долахъ а йоцуш, маьрша интернета чухула лела, церам доладеш цхьа а пачхьалкх я организаци яц" ("Daimohk", 03. 04. 2018).

This thematic group may overlap with the vocabulary group of economic topics, since these nominations are used in currency transactions.

The name of various types of illegal activities and threats on the Internet and frauds committed with the help of other technical means. Thanks to various information technologies and the Internet, humanity has made a huge step forward. But along with numerous opportunities for comprehensive development, the Internet contains a huge number of threats and often becomes a means for conducting various criminal operations. Most of the names of illegal activities on the Internet are borrowed from the English language, in some places in the Chechen language they have changed their semantics.

In the texts of the media, which talk about various types of criminal activity on the Internet, you can often find the word hacker. Hacker (English to hack) – "a special type of computer specialists whose activities are associated with an attempt to gain unauthorized access to systems with secret (confidential) information, a computer criminal" (word formation). Initially, the meaning of this word was not associated with criminal activity. This computer term was founded in the 60s of the twentieth century and meant the process of making changes to one's own or someone else's program. The verbal noun "*hack*" meant the results of such changes. That is, a hack is a way to fix an error in a program, and a specialist who could fix such errors, respectively, was called a *hacker*. However, the *hack* was not always aimed at correcting errors – more often hacks changed the behavior of the program against the will of its author. It was such scandalous incidents that "distorted" the meaning of the word *hacker* - it began to be used in the meaning of "an

attacker using computer knowledge to commit unauthorized, sometimes malicious actions in a computer - hacking computers, writing and distributing computer viruses. "Discussions about the semantics of this word are still ongoing. Thus, some of the well-known proponents of free and open source software, for example, Richard Stallman, promote the use of this term only in its original meaning (Yartseva, 1988). In the Chechen media, this term is mainly used in the meaning of "computer criminal". For example: "Къилбаседа Корейрчу хакерша гальяьккхина Къилба Корейн 140 эзар сов компьютер, царна чохъ хиллачу хаамех шайн хьашташкахъ пайдаэцна" ("Daimohk", 16. 06. 2016).

The intensification of crime on the Internet has caused the appearance of a number of names of types of illegal activities with the English prefix cyber - (English cyber – is associated with involvement or attitude to computers, especially the Internet) (Cambridge University Press, 2003). These are tokens like: cyberattack, cyber threat, cybercrime, cyber theft, cyberwar, etc. For example:

"Йерригроссин «Терахъан дарсаш» акцин гурашкахъ Нохчийн Республикаехъ кхочушиййр йу «Кибератакаш таллар» дешаран программа" ("Daimohk", 22.01.2022).

"Сольжа-Г'алин школашкахъ д'адахъа леринчу дарсашкахъ дуйцуьр ду киберкхерамазалахъ а, цуьнан талламахъ а лаьцна" ("Daimohk", 22. 01. 2022).

"Дешархоша кибердетективан ролаш ловзор йу. Хила тарлуш йолу киберинцидент къастош талламаш бийр бу" ("Daimohk", 22. 01. 2022).

A characteristic feature of the modern linguistic situation in the Chechen Republic is the transition of scientific and technical terms to general linguistic use through the mass media. Even those lexemes that belong to the sphere of highly specialized computer jargon are now actively used in journalistic stylistics. Moreover, they demonstrate high word-formation activity and expand their semantics (Kremlin bot, bot attack, photoshop, bitcoin, hacker, cybercrime, etc.). However, a lot of scientific and technical terms of English-speaking origin, which were recorded by us in the media, still belong to the field of computer slang (backend, big-date, plug-in, applet, etc.).

Sports vocabulary of foreign-language origin in modern Chechen media. In the language of Chechen periodicals, we often come across borrowed sports terms from different sports. Today, it is possible to distinguish several thematic groups of foreign-language origin in media publications.

Football vocabulary of foreign origin. The popularity of football in the Chechen Republic has led to the appearance of an extremely large number of football terms in the Chechen media. Among them: midfielder (English half-back – midfielder), back (English back – defender), goalkeeper, penalty. For example:

"Матчан 58-чу минотехь «Ахматан» кевнаочун Е.Городовн дог дохийра Голландерчу хавбека Отман Эль-Кабира – 2" ("Daimohk", 26. 07. 2019).

«Лучан» голкиперан Галатах говза пайда а эчна, геннара тоьхна, кевна чу буьрка яхийтира цо – 5:1. Цу тайпана бӀаьрла толам а баьккхина ¼ финале елира "Ахмат". ("Daimohk", 05. 11. 2019).

"Бакьду, кхиаме кхача аьгто «Спартакан» а ца белира. Ур-атталла, пенальти а ца тохаелира хьешашка. Пенальти тоьхнарз З.Бакаев вара, оцу матчехь жигара ловзарца кьаьсташ хилла вол" ("Daimohk", 09. 10. 2021).

*Borrowings from the field of boxing.* In Chechen boxing-themed media, borrowings from the boxing field are also often used. The Chechen language has long included the following borrowings as boxing promoter, ring, knockout, round, referee, ring announcer. For example:

"Вевзаш волу нохчийн боксер Саламов Иумар вина 1994-чу шеран асаран (июнь) беттан 7-чу дийнахь Галхан-Галахь" ("Daimohk", 01. 05. 2021).

"2012-чу шарахь Украинерчу вежарийн Кличкогеран «K2 Promotions» промоутерийн компаница барт а бина, Киев Галахь Иийна иза, тренеран Байсангуров Увайсан куьйгаллица лата а Темаш. 2016-чу шарахь дуьйна нохчийн «Ахмат» спортан клубан векал ву" ("Daimohk", 01. 05. 2021).

"Карарчу шеран оханан (апрель) беттан 8-чу дийнахь Соьлжа-Галахь дӀаяьхьначу «Время легенд 6: Специальная операция» боксерийн турниран коьрта хилам бара Саламов Иумаран а, Екименко Сергейн а латар. Екименко эша а вина, толам баьккхира Саламовс" ("Daimohk", 01. 05. 2021).

"Ирачу кьийсамехь, вовшийн кхоор доцуш дӀадоладеллачу оцу цьаьнакхетарехь юьхьхьхь дуьйна а ринган «да» ша хилар дӀагайтира Артура, хьалхарчу раундан чаккхенехь Адам нокдауне а вохуйтуш" ("Daimohk", 24. 03. 2021).

"Реферис иссана текхаччалц дагардича а, хьалагӀаьттина кхидӀа латта де ца хилира цуьнгах" ("Daimohk", 12. 10. 2018).

"Оцу буйьсана ринг-анонсер хир ву дуьненахь а вевзаш волу Баффер Майкл а, (США), иштта

Загорский Александр а (Росси)" ("Daimohk", 02. 07. 2014).

Lexemes of show business, film industry and art criticism. The intensification of Russia's international relations has caused dynamic processes not only in the layer of socio-economic, scientific and terminological vocabulary, but also in the field of art vocabulary. Such changes could not but affect the vocabulary of the Chechen language, which was replenished with names from the artistic sphere. The lexemes of this group were also borrowed from the English language because the culture of English-speaking countries has a significant impact on the modern culture of Russia.

The name of the spheres of art (cinema, theater, music, television, etc. receive financial benefits from their activities, comes from the English language – show business or an abbreviated colloquial version of showbiz (English show business) "commercial activity in the field of entertainment") (Yartseva, 1998). For example: "Чемпионийн латаре хьовса богӀур бу экс-чемпионаш Тайсон Мйкл а, Джонс а, Леннокс Льюис а, Холифилд Эвандер а. Иштта Россин шоу-бизнесехь вевзаш волу Кобзон Иосиф а, Тимати а" ("Daimohk", 02. 07. 2014).

Russian Russian and through the medium of the Russian language in the Chechen language, the development of show business as a social, economic and cultural phenomenon contributed to the emergence of such concepts as showman and celebrity.

The *showman* was first called "the presenter, or sometimes the organizer of the show or "the presenter of musical entertainment entertainment programs, mainly on television" (free encyclopedia). Over time, this word expanded its semantics and showmen began to be called not only the leading music programs, but also the presenters and artists of other genres and famous people in general, most often those who differ in an outrageous image and behavior (Yartseva, 1998).

"Цунах майрра ала мегар ду нохчийн телевиденин дуьхьхарлера шоумен, цо юкьадаьхна телеловзарш" ("Daimohk", 23. 10. 2014).

The producer lexeme has undergone certain changes, since in the source language it is used not only to the person financing the film, actor or singer, but also to any company that produces goods for sale (Cambridge University Press, 2003). In the Chechen language, the borrowing producer is mainly related to the sphere of show business. For example: "Костроман областан хилла ца Иаш, ерриге Россин а культурин бахам бу. Балетан президент а,

продюсер а ю Россин Федерацин культурин хьакъйолу белхахо Царенко Елена, Исбаьхьаллин куйгалхо а, коьрта балетмейстер а ву Россин Федерацин культурин хьакъволу белхахо Царенко Юрий" ("gas "Daimohk", 23. 10. 2014).

Another English lexeme *casting* is also often found both in colloquial speech and media.

"Шкоলেখь доьшучу хенахь дуйна, нохчийн а, оьрсийн а литература йоьшуш а, дукхаезаш а хиллачу Рамзана ойла томаюьйлуш, кечам бира "кастингана" ("Daimohk", 18.01. 2019).

Thus, the English-language lexemes of show business and art history demonstrate a significant degree of penetration into the Chechen language.

So, the analysis of foreign-language lexemes recorded in the modern Chechen media has shown that the use of Anglicisms is primarily associated with the globalization processes in the world, the intensification of international public and political activities of Russia and, as a consequence, the Chechen Republic and the growing influence of the media in Chechen society.

## 5 CONCLUSIONS

The journalistic style of the modern Chechen language has undergone radical transformations over the past decade.

From the end of the XX – beginning of the XXI century, socio-economic terms were considered the largest group of foreign language vocabulary in the Chechen language, since they were the first to be borrowed into the Chechen language (for example, such lexemes as *business*, *businessman*, *manager*, etc. appeared in the 90s of the XX century and are no longer perceived by speakers as borrowed words). Today, English socio-economic terms of the are also the most numerous among borrowings in the modern mass media of the Chechen Republic.

The availability of mass media to the general public of readers (especially young people) caused the expansion of the themes of journalistic texts and the use of lexemes and borrowings of various thematic groups in it. The economic theme remains one of the important donors of borrowings, however, it is gradually losing its position due to the intensification of the processes of borrowing vocabulary from other fields of activity.

Due to the growing influence of mass media and the development of network communications, the texts of media are extremely saturated with the vocabulary related to the functioning of the mass media. This is a fairly new and relatively small

thematic group of borrowings, but it is constantly growing.

Since the beginning of the XXI century, the use of sports vocabulary in the journalistic style of the modern Chechen language has significantly intensified. Like other thematic groups, traditionally the donor language is also English. Among the borrowed sports vocabulary, most football terms are of English-speaking origin, followed by boxing vocabulary.

The smallest thematic group of borrowings of English-speaking origin in the modern journalistic style is a group of show business tokens.

Over the past decades, the trends of borrowing foreign language vocabulary have changed, if at the end of the XXth century in the Chechen language scientific, technical and economic terms dominated among lexical borrowings, then, starting from the second decade of the XXI century, borrowed vocabulary has significantly diversified. Anglicisms are associated not only with the scientific sphere, but mainly with the sphere of contemporary art, sports and the vocabulary of information technology.

The increase in the number of thematic groups of borrowings has promoted the fact that Anglicisms today have become widely used in the daily life of native Chechen speakers, as evidenced by the variety of vocabulary of English-speaking origin in the journalistic style of the modern Chechen language.

Such a variety of Anglicisms and the constant replenishment of the Chechen vocabulary with new foreign words creates certain difficulties with their fixation in dictionaries. Lexicographical works do not keep up with the rapid flow of the latest Anglicisms.

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