**ABOUT THE PROBLEM OF BORROWING IN RUSSIAN**

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**Abstract.** The article deals with the issue of borrowing foreign words in Russian in our time. The problem of borrowing has become relevant since the 1990s. In the 1990s, as a result of a change in the social way of life in the Russian population, a large number of new words have been added to the language.  Native speakers have a different attitude to borrowing.

**Keywords:** vocabulary, borrowed words, words, language, native speakers, Russian.

It is no secret that the culture of Russian speech is influenced by other languages. On the radio, on television, in colloquial speech - everywhere there is a penetration of foreign words. The fact is that the Russian language is constantly updated. Many reasons contribute to this: the development of society, changes in the social way of life of people, the emergence of new traditions, and as a result, the appearance of new, borrowed words in the language.

Native speakers perceive words that have come into the Russian language differently. There are words that are already firmly established in everyday life, everyone is "on the ear", so native speakers are not perceived as borrowed: time, enemy, fair, sugar, work, bed, wisdom. In addition, these words are the only ones used to refer to these objects and concepts.

The other group includes words that appeared in the language a long time ago, so native speakers perceive as borrowed: lamp, phone, liner, chocolate, painter, tank, sandwich, galoshes, model, kangaroo, satellite, pince-nez. Such borrowings can be justified, since such concepts were not previously used in the language. These objects appeared in the life of a person, so words for these objects also appeared in the language. Such words fill empty niches in the\language. For some of these concepts, words in the language have not yet been invented.

And finally, the third group consists of words that are not only perceived as foreign, but sometimes their lexical meaning is not always clear or it seems to us that we already know their meaning. These are quota, genesis, sequestration, image, exclusive, intelligence, universal, unique. The attitude to such borrowings is not always unambiguous.

In the 1990s, as a result of social changes in the Russian language, there were also changes in the lexical composition. During these years, words appeared that came into use not gradually, but quickly, in accordance with the needs of society for these words. At the same time, word-forming nests were formed from words denoting actual concepts: perestroika(perestroika, perestroika, anti-perestroika, pre-perestroika, post-perestroika); democrat(anti-democrat, anti-democratizer, democratized, demblock, dem union).

Usually, the time during which significant changes occur in the language is from 10-20 to 30-40 years or more. S. T. Ibatullina\ distinguishes three types of language evolution and its norms:

1. Highly dynamic or accelerated type (10-20 years);
2. Moderate type of evolution, which is characterized by smoother shifts in time (30-40 years);
3. Low-dynamic, or slow, type of evolution, which is characterized by minor changes in the state of the norm (50 or more years).

From 1990 to the present, during a period of various upheavals — economic, political, social, and psychological-we have observed an accelerated type
of language evolution. Such processes can be explained by the fact that with a new way of thinking, a new way of expressing thoughts is necessary.

The society's desire for international contacts, lifestyle, and orientation towards Western culture led to the penetration of borrowed vocabulary into the Russian language. These are mostly words from the American version of English: exclusive, laptop, image, online, rating, price dealer, promoter, offshore, website, producer, single, summit, slogan, talk show, holding, and others. Many words in newspaper and magazine texts and business literature can be written in Latin letters: Hi-fi, on-line, BMW, CD, Windows, Coca-Cola, CD-ROM, IBM, PR, mass media, VIP. In addition, there is also a combined spelling-in Russian and in English. This is a fairly new phenomenon in the language, which may indicate the next stage of mastering a foreign language vocabulary: PR-promotion, VIP-client, VIp-number, Web-site, WEB-page. Some words are formed from a foreign word based on the word-forming model of the Russian language PRS, VIPs. Recently, on the pages of newspapers and on the Internet, these words can be found in writing in Russian letters-PR man, vipovsky.

Dictionaries of recent decades have recorded a large layer of vocabulary of foreign words, which most fully reflect the changes taking place in the life of society. These are words related to different aspects of life [3]: medicine and cosmetics (anti-stress, scrub, manual, gel, hospice, conditioner); mass culture and modern music (disco, show, showbiz, disc jockey, rock); food (cheeseburger, mars, snickers, turboslim coffee, latte coffee); clothing (capris, slacks, snickers, bodysuits, sleepers, tops, loafers or, as they are also called loafers); politics and economics (shareholder, barter deal, foreign exchange, businessman, businesswoman, business center, broker, tax); sports \ (bodybuilding, bowling, arm wrestling).

In addition, you should pay attention to the fact that recently a large number of words have appeared in everyday life that have not yet been included in explanatory dictionaries, but Internet dictionaries, in particular Wikipedia,give them definitions. This is due to the fact that the Internet responds faster to changes in the life of society. These words mainly refer to newly created professions and activities, and relate to a new type of technology: merchandiser, developer, speechwriter, dealer, coach, image maker, jobber, sales manager, promoter, captcha, and so on.

The intensity of borrowing and its rapid adaptation in the Russian language causes a negative reaction from many members of society, usually those whose professional activities are somehow connected with the word: teachers[5], translators, linguists, State Duma deputies who believe that borrowing clogs the Russian language the\language.

This opinion is quite controversial. There is also another opinion. Borrowings that are due to extralinguistic reasons do not threaten the Russian language with clogging, since our language is a fairly stable system that adapts elements that are alien to it well and adapts them to itself.