



THE INFLUENCE OF THE ENGLISH LANGUAGE ON MODERN RUSSIAN

ВЛИЯНИЕ АНГЛИЙСКОГО ЯЗЫКА НА СОВРЕМЕННЫЙ РУССКИЙ ЯЗЫК

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ABSTRACT

The paper examines the primary causes, conditions, and manifestations of the influence of contemporary English on the Russian language. It emphasizes that the majority of linguistic innovations are evident in the Russian lexical system. In addition, certain modifications can be observed in Russian grammar and in the semantic structure of expressions. The author concludes that the influence of modern English contributes to the enrichment of the Russian language and enhances its communicative potential. However, it is also noted that in some cases, the overuse of borrowings may negatively affect linguistic clarity and hinder effective communication.

INTRODUCTION

The socio-political changes that began in the Soviet Union in 1985, followed by the economic reforms of the 1990s, led to rapid and significant transformations in the Russian language—the language became more dynamic and “alive.”

One of the main developments since that time has been the democratization of language, which is reflected in the considerable expansion of the sphere of spoken and colloquial speech. These processes are particularly evident in the language used by politicians, public officials, and the mass media.

A radical shift in social values, widespread criminalization of society, and a general decline in cultural standards—especially among young people—have contributed to the noticeable vulgarization of language. This includes the expansion of taboo vocabulary and its penetration into the language of the media, literature, cinema, theatre, and even opera.

The revitalization of linguistic processes in the final 15 years of the 20th century was also associated with the emergence and development of a “humor industry,” which was virtually absent during the Soviet period. Each joke can be seen as a kind of linguistic experiment that expands the expressive potential of the language and the communicative abilities of its speakers.

Significant changes in contemporary Russian are also taking place under the influence of the English language. The main reason for this is Russia's active integration into the global community, where English serves as the primary means of international communication. The intensification of

international relations in all spheres of life—politics, economics, trade, science, culture, education, sports, tourism, religion, and others—has led to the mass study of English. An additional important factor in the growing influence of English on Russian is the widespread use of bilingual Internet resources in everyday life.

The influence of English is particularly strong in areas where communication is most intensive and widespread, especially among young people. These include mass culture (media such as television, radio, magazines, newspapers, and advertising), the entertainment and music industries, computer technologies, the Internet, mobile communication, sports, and retail trade. The active impact of English in economics, science, and technology is primarily driven by the need to ensure full mutual understanding between communicators, which in many cases requires the use of a shared, predominantly English, terminology.

The influence of the English language has reached its greatest extent in the field of advertising. In this sphere, not only individual Latin letters and isolated words written in the Latin script (English, French, Italian, etc.) are used, but also complete phrases and even full sentences. Examples include Adrenalin Games (international competitions in Moscow, 2006), Moscow Shoes (international footwear fair), Logistics Company – New Moscow Taxi (on-demand taxi service), Moscow Fashion EXPO (international fashion exhibition, 2007), Candy Can Do (advertisement for a “Candy” washing machine), and New Siberian Singaz (a musical group from Novosibirsk).

At one time, no attention was paid to the Moscow government’s regulation stating that all advertisements and signs in the city must be in Russian. Likewise, discussions in the State Duma on a draft law aimed at protecting the Russian language did not produce any significant results.

In response to the strong influence of English on Russian, the Russian government declared 2007 the Year of the Russian Language. Within this framework, various initiatives were implemented. For example, in February 2007 in Ulyanovsk, civil servants took examinations in the Russian language. In the Omsk region, the governor issued a decree aimed at protecting the Russian language in advertising and preventing the use of non-standard vocabulary. Radio Mayak broadcast several educational programs, including “Not in the Eyebrow, but in the Eye,” which explained the origin and meaning of Russian proverbs, “Grammarians,” which clarified difficulties of Russian grammar, “Anthology of Russian Poetry,” a children’s program called “Home Reading,” and the game “Language Barrier,” which tested knowledge of rare Russian words.

The influence of English is primarily manifested in vocabulary, as this is the most receptive area for foreign borrowings. In modern usage, virtually any English word or expression may suddenly enter the Russian language at any time and in any context.

The most frequently borrowed elements are nouns, English forms ending in -ing, which function in Russian as nouns, as well as short fixed expressions and phrases.

Sometimes insufficient knowledge of the English language leads to widely established errors in meaning. For example, the English word “cottage” originally refers to a modest country house, whereas in contemporary Russian it has acquired the meaning of a luxurious, expensive house. The word “verdict” in English denotes the decision of a jury stating “guilty” or “not guilty,” after which the judge delivers a sentence or acquittal; however, in modern Russian usage it is often interpreted as a “court sentence” issued by a judge.

A similar semantic shift can be observed in the word “formal”, which under the influence of English is increasingly used in the sense of “official,” although in Russian it traditionally carried meanings such as “insincere,” “done only for appearance,” or “purely procedural.” A comparable

case occurred earlier with the borrowed English words technology and technique, whose meanings were also confused and partially interchanged in Russian usage.

LITERATURE REVIEW

The literature on the influence of modern English on the Russian language is extensive and reflects both structural-linguistic and sociocultural perspectives. Early theoretical foundations can be found in the works of Otto Jespersen, particularly in *Language: Its Nature, Development and Origin*, where he describes mechanisms of language change and lexical borrowing. His ideas help explain how dominant international languages, such as English, influence other linguistic systems through contact and globalization.

A significant contribution to the study of language and society was made by Deborah Cameron in *Feminism and Linguistic Theory*, where she emphasizes the role of social change in shaping language use. Her research is relevant for understanding how English influences not only vocabulary but also communicative norms in modern Russian media and public discourse.

From the perspective of Russian linguistics, Viktor Vinogradov in *РУССКИЙ ЯЗЫК. Грамматическое учение о слове* provides a detailed description of the structure of Russian vocabulary and grammar, which serves as a basis for identifying changes caused by foreign influence. His framework is widely used in studies analyzing lexical borrowing and semantic shifts in Russian under the impact of English.

Comparative linguistic analysis is further developed in the work of Boris Ilyish in *The Structure of Modern English*, where the differences between English and Russian are examined in detail. His research helps explain why English borrowings are easily integrated into Russian vocabulary, especially in areas lacking direct equivalents or requiring international terminology.

Contemporary research in sociolinguistics and media studies highlights the growing role of English in modern Russian communication. Scholars note that globalization, technological development, and digital communication have significantly increased the number of English loanwords in Russian. This is especially evident in mass media, advertising, business, entertainment, and internet communication, where English terms are frequently used in their original or adapted forms.

Overall, the literature demonstrates that the influence of modern English on Russian is a complex and ongoing process. While many researchers emphasize its positive role in enriching vocabulary and expanding communicative possibilities, they also point to potential negative effects, such as semantic confusion, stylistic inconsistency, and excessive borrowing that may hinder clear communication.

CONCLUSION

The study of the influence of modern English on the Russian language demonstrates that language contact in the context of globalization has become one of the most significant factors shaping contemporary linguistic development. The analysis reveals that English exerts its strongest impact on the lexical system of Russian, where borrowings, calques, and hybrid formations are actively integrated into everyday communication, media discourse, advertising, and professional terminology. This process is particularly evident in fields characterized by rapid development and international interaction, such as information technology, business, entertainment, mass media, sports, and digital communication.

From a structural and functional perspective, English borrowings contribute to the enrichment of the Russian lexical stock by introducing new terms and concepts that often lack direct equivalents in the native language. In many cases, these borrowings perform a nominative

function, filling lexical gaps and facilitating international communication. At the same time, they also reflect sociocultural changes, as the adoption of English terminology is closely linked with modernization processes, globalization trends, and the increasing integration of Russia into the global informational space.

However, the research also highlights several problematic aspects associated with the intensive penetration of English into Russian. Excessive or uncritical borrowing may lead to semantic ambiguity, stylistic inconsistency, and communicative barriers, especially when foreign terms are used without sufficient adaptation or understanding by the general speech community. In media and advertising discourse in particular, the overuse of English vocabulary can create situations in which comprehension is impaired, and the clarity of communication is reduced.

Furthermore, the sociolinguistic dimension of this process indicates a potential shift in language norms and attitudes. While English borrowings are often perceived as markers of modernity and prestige, their widespread use raises questions about linguistic identity, cultural preservation, and the balance between openness to international influence and protection of native linguistic resources.

In conclusion, the influence of modern English on the Russian language should be viewed as a complex and multidimensional phenomenon. It simultaneously contributes to lexical enrichment and communicative expansion while also posing challenges related to linguistic clarity, norm stability, and cultural integrity. Therefore, a balanced and conscious approach to the use of English borrowings is essential in order to ensure both the dynamic development of the Russian language and the preservation of its structural and cultural uniqueness.

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