

ENGLISH LOAN WORDS IN THE WORLD OF RUSSIAN FASHION

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Daily people say English loan words and they even don't notice that. Anglicisms penetrated all Russian spheres: show business, cinema, social media, daily life and fashion and beauty world. Nowadays ominous concerns are spoken towards the massive influx of the English loan words which can lead to depreciating of the Russian language. That's why considering problems, which are connected with the theory and practical aspects of Anglicisms, is mostly notional under current conditions. But language is a mechanism which develops itself, which can purify itself and get rid of unnecessary things. That happens even with the Anglicisms which are considered in the research paper.

The work aim is to examine the particularity of clothes names, accessories, footwear, make-up, profession and single words connected with the world of fashion.

Material and methods. The material of the research is English loan words. Herewith there are the following methods that have been used during the research: continuous sampling method, descriptive method; classification, interpretation and analysis.

Findings and their discussion. From the very Peter's I epoch the Russian language was influenced by western culture, which caused the penetration of a huge amount of loan words in Russian. Loanwords are a natural phenomenon which reflects political, economic, social and cultural Russia contact with other countries [1].

We will start with the well-known word «принт». This word is used not only in the fashion world but also in daily life: print advertising, prints on the T-shirts, cups, mouse pad, pillows, etc. In the English version, it's 'print', which means a draft embossed on a cloth. The meaning of the word is the following. It's an image (draft, inscription or photo) which is applied on a cloth, paper or another surface in a particular way.

The next word is the well-known «секонд-хенд». There are a lot of these stores in almost every cities and country. 'Second' from English is «второй» and 'hand' – рука. So, second-hand is worn before clothes.

By examining the fashion world we face the nest word - «тренд». From English 'trend' means «тенденция». It's a new development in clothing, make-up, etc.

One more important and well-known word is «бренд» (and also «брендовый»). It's a type of product made by a particular company. Translating from English 'brand' is 'торговая марка, бренд'. The origin of the word is interesting: it begins from farming. Shepherd thought out different ways to differentiate their cows from somebody else's cows. For example, the shepherds

tore off cows' ears and staked a distinctive scar, they took a stamp, heated it in a fire and branded. From English 'brand' means «клеймо».

The origin of the words which are widely-spread and well used, «мини» and «макси» are also English. English 'mini' means «короткая длина» and 'maxi' is «максимальный». As for the meaning of the words, 'mini' is a skirt, dress or coat of the minimum length and 'maxi' is a long skirt, dress, coat (longer than usual).

The word «рейтинг» can be often seen while looking through the magazine (and also the adjective «рейтинговый»). From the English language 'rate' is «оценивать». A gerund 'rating' – рейтинг descended from exactly from the English verb 'rate'. 'Rating' means a measurement of how good or popular someone or something is.

It should not go without mention that there is a word in Russian which every girl or woman constantly uses. It's «мэйкап». From English 'make-up' is translated as «макияж, косметика, грим» and it means coloured substances used on someone's face to improve or change the appearance.

When people go shopping we prefer the English word «шопинг» ('shopping') that actually means buying clothes in shops. From English 'shopping' is «поход за покупками». In English 'shopping' is gerund formed from the noun 'shop'. «Шопоголик» is a single-root to the word «шопинг». 'Shopaholic' means a person who enjoys shopping very much and does it a lot.

The net English loan word is «лук». It's a person's appearance, especially how attractive he or she is. From English 'look' is translated as «вид, внешность, облик».

In increasing frequency when people buy anything and pay attention to the country of origin, we say «мэйд ин» [Чайна, Раша, etc.]. Russian «мэйд ин» comes from English 'made in' which is translated literally as «сделано в».

The Russian language borrowed a well-known word «лэйбл» from the English language. English 'label' is translated in Russian as «ярлык, этикетка, бирка». 'Label' means a piece of paper or other material that gives you information about the object it is attached to.

The word «фешенебельный» is also worth mentioning. It's popular at a particular time or among a particular group of people. From English 'fashionable' is translated as «модный».

It's worth noting that we use English abbreviations while trying on and buying clothes: XS, S (small, маленький, 42 size), M (middle, средний, 44-46 size), L (large, большой, 48 size), XL (extra-large, очень большой, 50 size), XXL (52 size).

Conclusion. In virtue of the undertaken study, we can conclude that words have penetrated from English into Russian from the earliest times and they are still penetrating. The Russian language is considered to be the richest language in the word but in spite of that, it borrows new words from other languages, especially from English. Fashion is what unites different cultures of the world

and it's not surprising that a lot of English words are used in Russian. Thanks to these words our vocabulary is refilled with new words. The main problem is that people often say loan words and they even don't know the meaning of the words. That's why it's necessary to know the meaning of the loan word before saying it. And that is what this research paper is denoted: to research Anglicisms in Russian and to define their meaning.

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SYMBOLISM IN THE SONNETS OF W. SHAKESPEARE

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April 23, 2019 was the 455th anniversary of the brilliant English writer, playwright, a man whose destiny was to become one of the most outstanding writers of all time. Shakespeare became the history of literature and mankind, there by “aggregate”, which compares the development of European culture till this day.

The relevance of the topic of the article is due to the need to study symbolism in Shakespeare's sonnets, taking into account modern literary trends.

The purpose of the study: to reveal the themes of love, beauty and youth in Shakespeare's sonnets.

Material and methods. The material of the study were selected sonnets of W. Shakespeare. The methods: analytical method, the method of comparative analysis.

Findings and their discussion. Sonnet-lyrical genre of European literature, which exists for the seventh century. This genre occupies an important place in the literature of the Renaissance and in the works of W. Shakespeare. In total, he wrote 154 sonnets. While the sonnets of all the great poets were intended for their lovers and beautiful ladies, Shakespeare has only 25 sonnets out of 154 dedicated to a woman, and all the rest to his friend.

To create sonnets Shakespeare did not need original themes, the poet introduced readers to the usual lyrical subjects, but in a new poetic light.

Symbols take a special place in Shakespeare's creativity. A writer uses many kinds of symbols in his sonnets. Predominantly, these are symbols of trees