

## PHILOLOGY

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### **Cross-cultural analysis of loanwords (based on the texts of Ramasan Traho)**

Borrowing is an important factor in a development and changes of a lexical system. The article is devoted to a cross-cultural analysis of lexical borrowings in the literary texts of Ramasan, Traho, writer-bilingual, where he studied history of language unit and cultural linguistics. This research relevant to identify priorities of Adyghe national mentality in the mastering of linguistic and cultural values of Russian culture. Cross-cultural analysis of borrowings allows to see that Russian linguistic culture itself often borrowed from other languages individual tokens behind them and concepts, and then broadcast them into another culture. By continuous sampling of literary texts of the author of a bilingual set of the drawing giving them the etymological reference, using analysis of explanatory and historical-etymological dictionaries. Special attention is paid to the issue of borrowing terms that reflect peculiarities of national mentality in language world picture of language-recipient. It is carried out ideographic classification of borrowings that allows to conclude that foreign language quite actively involved in texts of the writer-bilingual, writing in the Russian language, to reflect the realities of the world. The identified lexical case of the borrowing were distributed in thematic blocks, which cover almost all spheres of human life. Presented in the detailed ideographic classification it demonstrates the intensity of inter-language contacts of ethnic groups. Borrowings from the perspective of cross-cultural analysis have a clear illustration of how effective a methodology for cross-cultural analysis in the study of loanwords is.

Key words: lexical borrowing, cross-cultural analysis, linguistic culture study, writer-bilingual, speech communication, interference, language picture of the world.

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