

## PHILOLOGY

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### **Denglish expansion: natural process of German language development or a fashion trend?**

It is examined the penetration of English borrowings into modern German lexicon, this linguistic phenomenon is explained by the English language status as the most common one in the world. The mentioned occurrence forms the basis for the Denglish emergence and its development, which is characterized by the excessive use of Anglicisms in various social and economic spheres, far from being backed by real vital needs. To study the indicated phenomenon the authors rely on general scientific methods (structural analysis, synthesis, comparison of linguistic material) and private-science ones (the explanatory method, functionalism, the quantitative method). The definition of Denglish can be noted as a cultural and linguistic manifestation, which is characterized by a broad infusion of Anglicisms into the German language for the designation of new realities and the emphatic isolation of phenomena having been already existing in the native language for a long time. It should be accentuated that English borrowings acquire specific (phonetic, grammatical, stylistic) characteristics of the German language. This article explains the key factors of Denglish distribution. The authors rely on the various classifications of foreign language borrowings offered by national and foreign scientists.

Key words: borrowing, lexical unit, anglicisms, metalanguage, term, internationalisms, notion, innovation.

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