

PHILOLOGY

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Anglicisms in modern russian: linguistic and ecological aspect

Ecolinguistics is considered as a potential tool for monitoring and regulating the processes associated with borrowing lexical units in modern Russian from English. The stages of the formation of linguistics as a science are described and the views of domestic and foreign scientists on the relationship between ecolinguistics and linguistic ecology are considered. Some examples of changes in the language that are in the focus of linguists' attention at the present stage of the development of the Russian language are given. To confirm the hypothesis of the active penetration of borrowings, in particular abbreviations and Anglicisms, into the Russian language at the present stage of its development, data from a survey of students of the College of Engineering and Technology of Kuban State Technological University (KubSTU), students and postgraduates of KubSTU are presented.

Key words: ecolinguistics, linguoecology, linguistic environment, borrowings, abbreviations, speech culture.

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