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ПРОБЛЕМИ ЛІНГВІСТИКИ ТЕКСТУ ТА ДИСКУРСУ

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e-mail: le-12@ukr.net

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Yaroslava Mozhova,
Candidate of Philological Sciences, Associate Professor, National Transport University
Nadiia Sheverun,
Candidate of Pedagogical Sciences, Associate Professor, National Transport University

FUNCTIONS OF GERMAN WORDS IN ENGLISH POLITICAL AND ECONOMIC TEXT

The development of economic and political relations envisages existence of texts of economic and political maintenance with the use of foreign lexical units, that, in turn, envisages their research with the aim of authenticity, rightness and possibility of the use. A large stake among them is occupied by borrowings, in particular borrowings from German to English, that on the modern stage is the basic language of international communication, language, that is widely used in control system, economy and politics. It is exposed, that modern English adopted a great number of German words during the historical forming and development to the different spheres of social and political life, in particular philosophy, psychology, chemistry, biology, politics, economy, linguistics and others. Basing on investigational material, it is determined, that the basic tendencies of dictionary word-stock's addition in modern English political and economic texts are updating of English vocabulary with neologisms of foreign origin; dissemination of German lexical elements in political and economic texts; enriching of politics and economy language with new words forming; an increase of loan-words amount due to derivatives. As a result of research the basic functions that execute German words in modern English political and economic texts are distinguished, namely informing, nominative, function of emotional influence on a reader and function of expressivity. It is exposed, that the adopted vocabulary is inalienable component part of language of modern English political and economic texts, that gives dynamic character to them.

Key words: adoptions, functions of adoptions, German words, political and economic texts, translation.

Мозгова Ярослава Олександрівна,
кандидат філологічних наук, доцент, Національний транспортний університет
Шеверун Надія Володимирівна,
кандидат педагогічних наук, доцент, Національний транспортний університет

ФУНКЦІЇ ГЕРМАНІЗМІВ В АНГЛІЙСЬКИХ ПОЛІТИЧНИХ ТА ЕКОНОМІЧНИХ ТЕКСТАХ

Розвиток економіко-політичних відносин передбачає існування текстів економічного та політичного змісту з використанням іншомовних лексичних одиниць, що, в свою чергу, передбачає їх дослідження з метою достовірності, правильності та можливості вживання. Велику частку серед них посідають запозичення, зокрема запозичення з німецької мови до англійської, яка на сучасному етапі є основною мовою міжнародного спілкування, мовою, яка широко використовується в системі управління, господарстві та політиці. Розкрито, що сучасна англійська мова запозичила значну кількість слів-германізмів протягом свого історичного формування та розвитку до різних сфер суспільно-політичного життя, зокрема філософії, психології, хімії, біології, політики, економіки, лінгвістики тощо. У результаті дослідження виокремлено основні функції, які виконують германізми у сучасних англомовних політичних та економічних текстах, а саме інформативну, номінативну, функцію емоційного впливу на читача та функцію експресивності. Розкрито, що запозичена лексика є невід'ємною складовою частиною мови сучасних англомовних політичних та економічних текстів, яка надає їм динамічності.

Ключові слова: запозичення, функції запозичень, германізми, політичні та економічні тексти, переклад.

XXI century is an era of political and economic relations. On the ground of scientific and technical progress and integration of Ukraine to the world concord, there is a necessity of political and economic relations transference on the new stage of development. In the harmonious transition of economic and political relations of different people that constantly contact among each other, on the level of new democratic society development of XXI century the translating activity plays one of leading roles, as in the process of information's exchange there is an exchange of language elements. Therefore the study of economic and political relations development requires the investigation of foreign elements, their place and role in a language that accepts. A large stake among them is occupied by borrowings, in particular borrowings from German to English, that is the basic language of international communication nowadays, language, that is widely used in control system, economy and politics.

Functional linguistics interprets language as basic means, instruments for intentions and aims of speaker realization in the process of communication and in the field of reality cognition. The process of language understanding as a dynamic system, that is in permanent motion and development, presents theoretical basis of functionality (A. Levytskyi [2, p. 9.], M. Poliuzhyn [4, p. 52]).

The aim of research is to investigate the functional description of German words as borrowings in modern English political and economic texts.

Borrowing of words is peculiar to all languages of the world on all stages of development and is the sign of languages' viability, although the estimation of this phenomenon is not always identical. Therefore natural is interest of scientists in etymology of the lexical borrowings in a language to the sphere of their use, but in a greater degree is determination of reasons of excessive fascination and unjustified use of the adopted vocabulary.

In the end of XIX century and at the beginning of the XX century such foreign scientists as O. Sovolevskiy, I. Brandt, I. Karskiy, M. Fasmer wrote about expediency or pointlessness of foreign words. Analyzing dictionary composition of the language as well as origin of words, researchers talked about borrowings, considering from the scientific point of view the question of requirement in the foreign borrowings.

Potential possibilities (functions) of the lexical borrowings find their expression in a text directly on the basis of form and meaning correlation. Their existence is important for texts' structuring and creation.

A function as realization is the mediated category. It can be educed in text on the base of certain language forms with taking into account extra-linguistic factors through consciousness of man by bringing in abstract actions, logic and thought operations.

From research of separate factors and certain chronological descriptions of foreign words scientists gradually passed to the theoretical problems of the borrowings. It, foremost, the determination of the term «borrowing», finding out of the terms and reasons of borrowing, types of foreign vocabulary, character of assimilation of foreign word in a language-receptor and others like that.

The process of the language borrowing was examined by the scientists of this period in indissoluble connection with the cultural, historical, military and political contacts of different language societies both as a part and as a result of these contacts.

The role of borrowings in variety languages is different and depends on the certain terms of development of every language. A percent of borrowings in English is considerably higher, than in other languages. In English, comparatively with other languages, there was possibility to adopt foreign words at the terms of direct contact: first with foreign conquerors that constantly changed each other on the British islands, and later due to trade expansion and colonialist activity of Englishmen. It is calculated, that the amount of native words in the English dictionary folds only 30%. This circumstance became the main reason for overstatement of borrowings' importance for many researchers; they asserted that English is not German, but Romanic and German branch of the languages, examining the mixed character of the English vocabulary as its major feature.

It should be noted that loan-words that gained a foothold in a language not always displaced the corresponding native words. Changes caused by them in dictionary composition can be shown up in the stylistic regrouping or in differentiation of the meaning. For example, the loan-words *people* (fr. *peuple*) and *remain* (old fr. *remainder*) drove back the native words *folk* and *abide*, first in colloquial, and second in poetic spheres of the use. Thus the word *folk* got some specific emotional tint and connotation. It is used in case, when we talk about the family, about the countrymen, fellow-villagers and other. This word is widely used in the folk spoken language and in folk work and for good reason enters in the complement of the term *folklore*.

Thus, general act about systematization of the phenomena of language, that refers to the problem of borrowings, it is possible accordingly to set forth the following way: any changes in dictionary composition of the language as penetration of the foreign borrowings cause semantic and stylistic changes in words, that already exist in a language, and changes in their synonymous groups.

At the analysis of German words functioning in English political and economic texts a notice should be paid to the fact, that:

– loan-words are used in every political or economic text. Some of them help readers to better understanding of the essence of the matter, as in connection with their wide use these innovations are known to the wide circle of readers. Other, opposite, not always clear to the native speakers, and that is why there is a requirement in their further explanation;

– avoidance of functionally simple and emotionally neutral vocabulary and passing to new one strengthen attention of reader.

Basing on investigational material, we've determined, that the basic tendencies of dictionary word-stock's addition in modern English political and economic texts are:

- updating of English vocabulary with neologisms of foreign origin;
- dissemination of German lexical elements in political and economic texts;
- enriching of politics and economy language with new words forming;
- an increase of loan-words amount due to derivatives.

Taking into account all features of English political and economic texts, it is possible to distinguish the following functions that execute German words in these texts.

1. Informing function. Political and economic English texts represent the social and political, economic and other issues of the day. These texts enclose corresponding discursive practices of native speakers with their outlook, psychological and linguistic features. The basic function of such texts is an actual information transfer with the aim of consciousness and awakening of masses' activity forming. For example: *Height to E-commerce go too gravitate to Kauf- and department stores, the market stake of that farther went back into a past year, also Universalversender how Neckermann, Otto and source*. These s inform the reader of actual events, phenomena in the field of economics. They serve to transfer not all but most substantial information that forms the «skeleton» of the discourse and able to cause a corresponding reaction for a reader.

2. Nominative function. The use of borrowings comes forward as means of its structural and semantic organization and content integrity. For the purpose, that a reader could easier understand complicated political and economic problems, the speaker should pick up such vocabulary that would name things with well-defined words in order to accent attention on the logical sequence of information presentation and selection of its basic maintenance. Thus, foreign words are used for the name of certain realities. Exactly a social and cultural context is favourable soil for their appearance. They are able to represent the facts of reality originally. For example: *Softwarepiraterie – for (Bsa) the association of branch of software Alliance Business here remains «serious theme», because end of May reported Bsa, that a stake rose the not licensed programs in Germany in at run of past year from 27 to 28 percents. Softwarepiraterie* (програме пиратство).

Such borrowings become the keywords of analysed texts, that set their thematic integrity. It seems logical, that semantic maintenance of the adopted units mostly easy to define on the basis of text's analysis where they are presented. However, as a scientist

A. Romanov marks [5, p. 63], only on the basis of text analysis, it is impossible to carry out. Indeed, the authors' understanding of the meaning of foreign words, which they use, can differ from understanding of the same borrowings by the readers. On the other hand, the maintenance of foreign word can be in general incomprehensible to the reader, if the last does not know a language, from which borrowing came or be uninformed in the field, where it functions. So, in our case, a semantic work-load of borrowing of *Softwarepiraterie* can be indefinite by a reader.

3. Function of precise illumination of the problem / theme. This function envisages a clarity and exactness of expression. A clarity largely depends on audience's knowledge and from ability to find the corresponding verbal form of performance, most accessible and clear to this audience. Exactness of expression means accordance of expression to the author's intention. The criterion of exactness, foremost, is determined by ability to pick up an exact, bright word that most goes near a corresponding context. For a foreign vocabulary typical is the fact, that it characterizes the phenomena of reality well-aimed and simply, as their formations are straight proportional to society's development and all its spheres of life. For example: *Unit of the highest points of my Rotationsphase during Traineeprogramms work as assistant was for Ceo and Coo in global Headoffice..*

4. A function of emotional influence on a reader. This function arises from the functions, stated above. Borrowings are actual nominations, that name events and facts which take place in society on this time and worry everybody. For this reason they are perceived by native speakers emotionally as something unusual and new not only in semantic structure, but also often according to the form and sounding, for example: *Selikontal is heaven on earth for computer specialists, that live round clock in Cyberspace, however deserve the real money. In this virtual Reich to the dollar only yet real to be.*

5. Function of expressivity. Having regard to the fact, that political and economic texts have a compatible structure and language genres, lets consider facilities of expressivity expression at the level of title, as exactly a title carries basic information and shows the «compressed variant of note in one phrase» [1, p. 237]. In addition, a title has the special force of retrospective influence on a reader, when after an acquaintance with text there is correlation of the expounded maintenance with the name of the article. That's why a title aims at a certain semantic prospect, which understanding, mostly, is possible only after an acquaintance with text maintenance and complete opening takes place through retrospective (convolute in the past) connection of the text and the title.

Coming from the point, that newspaper titles execute nominative, informative, graphical, distinctive function as well as function of advertisement (id est function of attention's catching) and, first of all, function of persuasion, agitation, then one of main features of graphicly-expressive facilities is them socially evaluation qualities and possibilities from the side of point of view of effective and purposeful influence on a mass audience.

The category of estimation (evaluation) in relation to a vocabulary can be defined as part of lexical meaning, apt at expression of object or concept estimation marked with the word. The number of evaluation facilities of titles is extraordinarily rich and various. Except evaluation vocabulary, in the function of estimation various lexical digits are used: common speech vocabulary, archaisms, neologisms, special vocabulary in figurative sense et al. Various word-formation and pragmatic facilities of the expressively-evaluation colouring are actively used in titles as well: colloquial emphatic constructions, elliptic sentences, various powerful facilities of emotional (rhetorical) syntax. With the aim of titles' expressivity increase usually slangy words and expressions are used, that introduce original metaphorical and vividness. The most characteristic constituents for titles are neologisms in connection with their expressive and emotive colouring. Very often the authors of the articles invent new words by means of existing in a language morphological facilities. Such neologisms are occasional. Neologisms can be created as a result of the natural aspiring of the speaker to the novelty, when the so-called language surpluses appear [3, p. 321]. For example: «*Superduperities*» («(from new formation of *super-duper* – extraordinarily beautiful, top grade; in the article told about the invention of computer, that can give commands with voice).

The functional aspect of borrowing envisages their study in a social and cultural context in combination with lingua-creative activity of man, his thinking, ability to perceive and interpret the phenomena of reality adequately. One of reasons of certain language behaviour of native speakers is aspiration to purchase or support own social or cultural prestige. The effect of «prestige» is obtained due to the rich in content side of borrowing. It is naturally, that adequate research of modern loan-words in English political and economic texts is impossible without considering their communicative meaningfulness. Cultural and ideological exchange between people, interlingual contacts, borrowings and other processes of cultures and languages cooperation, flow with different intensity in the different spheres of communication.

An active tendency in the vocabulary of analysed texts is quantitative addition to its composition of foreign words, predefined by both extra linguistic and linguistic factors. The main reason of borrowing is not only a necessity of filling of language gaps, aspiring to the language economy, tendency to more clear differentiation of words according to their semantic structure and spheres of the use as well as fashion, lingual and aesthetic tastes of the speakers, that aspire to the novelty and freshness of expressions [6, p. 16–19].

Thus, we can say, that adopted vocabulary is inalienable component part of language of modern English political and economic texts. It is related to the fact that new words give it dynamic character. With time vocabulary changes, dictionary composition is filled up with new names, out-of-date realities depart in the supply of passive vocabulary, but hardly the process of new words formation can be controlled effectively. New social and political realities in Great Britain intensified the process of borrowing, that convincingly demonstrates vocabulary of the marked texts, that contains the determined amount of lexical units of the German origin.

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