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АНГЛИЦИЗМЫ В ИСПАНСКОМ ДЕЛОВОМ ДИСКУРСЕ

В статье обсуждается вопрос влияния английского языка на испанский язык, а именно механизмы проникновения англицизмов в испанский деловой дискурс. Также определяется само понятие англицизма в испанском языке. Приводятся примеры разных видов англицизмов в испанском в зависимости от степени их закрепления в языке.

Ключевые слова: лингвистическое заимствование, испанский деловой дискурс, англицизмы.

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ANGLICISMS IN THE SPANISH BUSINESS DISCOURSE

The article tells about the influence of English language on the Spanish language. Also, it deals with mechanisms of incorporation of Anglicisms in the Spanish Business language and defines the meaning of the phenomenon Anglicism in Spanish language. The author gives examples of the Anglicisms depending on their degree of incorporation into Spanish language.

Key words: linguistic borrowing, Spanish business language, Anglicisms.

Introduction

Nowadays we can note that the Anglicisms are present in the modern Business Spanish. We observe the massive appearance of the economic terms loaned from English at the end of XX and the beginning of the XXI c. There are a series of sociocultural factors which defined this phenomenon.

In the 1970s (late époque of Franquismo) Spain starts to collaborate with the USA. New processes of industrialization imported from the USA start, the new medium class appears. Speaking about terrain of Education, we can state the appearance of ESP (English for Special Purposes) [1]. In the 1980s Spain joins international organisations such as CEE, NATO what makes the country more influenced by external cultures and economic policies. And, finally, 1990s show us the democratical freedom and process of globalization reigned by the market economy.

All these facts have been reflected in the Spanish language. In the 1980s – beginning of the consumerism – the following

anglicisms became popular: *supermarket*, *second hand*, *self-service*. Such events as Olympic Games at Barcelona and International Exposition at Sevilla in 1992 gave Spain prestigious international dimension and recognition. At the same time, technological revolution represented by Internet definitely transformed English into real Esperanto, and it started to “invade Spain”[9].

Due to the birth of a new Spanish generation in the area of business and banking, Spain had managed to achieve in a relatively short time one of the most rapid increases in wealth in the euro zone. The existence of a new generation who speaks fluent English and has accomplished great technological and financial leaps in the past two decades while aiming at expansion to the global markets, has given rise to a linguistic phenomenon analysis in the present article.

Theoretical background

There are many definitions of the term “Anglicism” in various literature sources depending on bibliographical sources and on the particular approach that the authors adopted. We can find general definition like that of Maria Moliner [7] (the most famous Spanish librarian and lexicographer, best known for her *Diccionario de uso del español*, first published in 1966–1967): “Anglicism is an English word or expression used in another language”, and a bit more specific as those offered by the DRAE (Dictionary of Royal Academy of Spanish Language) meanings: “1. manner of speaking in english. 2 own language. m. Word or turn of the language used in other language. 3. m. Using English words or expressions in different languages”.

In Spain, towards the end of the XX, several linguists studied the phenomenon of Anglicisms in peninsular Spanish. The pioneer in this field was Lorenzo Criado who published several pieces of research on the topic in the 1950s and continued doing so until the end of the 20th century (1996, 1999). Another significant figure is Chris Pratt who took the decisive step

towards the modern concept of Anglicisms when he published his innovative work in 1980s, he shared many of Lorenzo's views and, like him, concentrated mainly on lexical Anglicisms establishing a solid categorisation of English borrowings. The definition of Chris Pratt [8] is "an anglicism is a linguistic element or group thereof which is used in the peninsular Castilian contemporary and whose etymon has an English model".

Classification of anglicisms

Famous Spanish linguist Emilio Lorenzo [4] in his book: «Anglicismos en la prensa» ("Anglicisms in mass media") follows the linguistic criteria in order to make the classification, and he judges anglicisms by their degree of integration into Spanish:

1 – *anglicismos crudos* (crudes anglicisms, non-adapted) – the borrowing of English words which keep their original orthography and pronunciation, e.x. baby –sitter, sandwich, club, shorts

2 – *anglicismos en periodo aclimatacion* (adjusted, adapted anglicisms) – the borrowing of English words which have been adapted to the Spanish language either in their orthography, or in their pronunciation. E.x. boxer, futbol, filme, folclore

3 – *anglicismos totalmente asimilados* (fully integrated anglicisms) - borrowing of English words which have been fully integrated into the Spanish language, e.x. turista, rosbif, sueter

4 – *calcos* (calques) – literal translations from English of concepts unknown to the Spanish speaker, e.x. relaciones publicas, rascacielos (skyscraper), perrito caliente (hot dog)

5 – *semantic calques* – Spanish words that, due to their close similarity with a corresponding English word receive a semantic meaning that they didn't have before. E.x. romance (amorios) - from 'romance', habilidad (competencia) -from "ability", heroe (protagonista) from "hero".

6 – false anglicisms: do not exist as such in the English language. There is an alteration from the original English form.

Thus, nouns like *parking* are used in Spanish for *parking lot* or the mingling of a Spanish etymon with an English suffix, as can be seen in *puenting*, from puente ‘bridge’ plus the -ing suffix, to designate the activity of jumping from a bridge as in bungee jumping.

7 - acronyms and abbreviations.

Examples:

B2B – Business to Business

CFO- Chief Financial Officer

CMO- Chief Marketing Officer

GAAP- Generally Accepted Accounting Principles

LLC – Limited Liability Company

SOHO – Small Office / Home Office

Chris Pratt in his book “El anglicismo en el español peninsular” (1980) – one of the most important works referring to the anglicisms – distinguishes between “the last etym” and “the immediate etym”. He explains that the last etym is the one that originally supplies a language; for example, in the case of the Spanish language, the Anglicisms have been adopted from the English language, but at the same time English has taken voices from other languages. Instead, the immediate etym refers to the language that supplies the borrowing directly to the other language. Chris Pratt writes that sometimes the linguistic facts are not enough to determine an etym, so the external explanation is the answer to the source of borrowings. According to him, “lexical anglicisms are subdivided in univocal lexical anglicisms, and at the same time these anglicisms are subdivided into patent anglicisms which are those that are formed by just one word and the patent can be distinguished; and into non-patent anglicisms which are divided in two groups”. These are:

Traditional voices or semantic calques which consider the anglicism as a translation of the English term without any etymological relationship between the English voice and its Spanish translation; for example, channel. Then, the author cites

neological voices or absolute neologisms that are compound structures which have suffered a minimum orthographic adaptation according to the Spanish language.

Finally, lexical Anglicisms are subdivided into: multiverbal lexical anglicisms, which could be: bi-substantive compound Anglicisms; and univerbal bi-substantive anglicisms.

1) Multiverbal: anglicisms formed by more than one word.

They can be divided into

a) complex bi-noun : rascacielos (skyscraper), momento clave (key moment), coche bomba (car bomb), hora punta (rush hour); fecha limite (limit date), etc

b) composed by collocations : Verb + noun (lanzacohetes), noun + adjective (aire acondicionado), adjective + noun (proximo oriente – Middle East), constructions with prepositions “de”, “en” (campo de concentracion – concentration camp).

2) Univerbal: a) evident anlisisms: loan word without any change (ranking, Hippy, sidecar) or adapted to Spanish (boicot, boxear, travelin); b) non-evident: (agenda, agresivo instead of “activo”, dramatico instead of “sensacional”).

Conclusions

Language borrowings are evidence of the fact that languages are dynamic and change in a constant way. It's known that change is one of the most important manifestations of the vitality of a language, as it proves its evolution and peculiarities, and, most importantly, the state of its technical, cultural and even emotional development [2; 3]. Nowadays, the English language is the main linguistic donor worldwide, and Spanish is the recipient of its generosity.

The influence of English in Spanish is profound, because English is a global language today: it governs the lexicon of international business and economics, scientific and technical discourse and dominates communication in the current world [6]. There is an increasing number of Spanish speakers who have studied at the English-speaking universities or worked in the

USA or the UK. So, it can be said that these people have developed their professional, specialised activity in international business and economic organisms in the English-speaking environment. They make an excessive use of English loanword in their everyday and working lives. In such a way they participate into spread of Anglicisms over the Spanish-speaking countries.

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ГЕНДЕРНОЕ НЕРАВЕНСТВО В АМЕРИКАНСКОЙ ЛИТЕРАТУРЕ СЕРЕДИНЫ 20 ВЕКА

В статье рассматриваются качественные и количественные характеристики женских и мужских персонажей в художественном дискурсе Нила Кэссиди и Джексона Керуака – двух главных писателей поколения «битников».

Ключевые слова: художественный дискурс, гендер, языковая личность, бит-поколение.

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GENDER INEQUALITY IN AMERICAN LITERATURE OF THE MID 20TH CENTURY

Abstract: The paper studies the difference between the quality and the quantity of speech characteristics of male and female