Anglo-Americanisms булинг and мобінг in Ukrainian as language globalisation manifestation

The Ukrainian language of the 21st century is characterized by a large number of English borrowings. This process is caused by socio-cultural interaction and the language contacts. The globalization of English influences the development of the world languages. It is not always appropriate to use the loan words, as each language has its own communicative potential.

Nowadays the study of borrowing as a manifestation of the interaction of different languages occupies one of the leading positions in a wide range of problems in modern linguistics [4: 4]. The problem of borrowing, in particular, their conceptual characteristics, has been dealt with by such linguists as V. Karasyk, N. Alefirenko, L. Kasyanov and others. Borrowing and loan words as a result of language contacts influenced not only by historical and cultural factors, but also by the media [6: 176].

In recent years, Anglo-Americanisms in the Ukrainian language has been the subject of a great deal of research, devoted mainly to the factors of such borrowing (L. Arkhipenko, O. Lapinskaya), their etymology (N. Voloshyn, M. Yaroshenko, L. Gudz), the features of phonetic and semantic assimilation (L. Chernikov, T. Smilyk), lexic-semantic groups (O. Dyolog, I. Korobova, O. Lapinskaya, V. Snitsar) their functioning in youth slang (L. Chernikov, K. Levchenko) and others.

The relevance of the study is due to the fact that the question of the appropriateness of using loan words in Ukrainian is one of the most difficult questions not only of lexicology, but also of related disciplines: the ecology of the language, the culture of speech, and others [4: 4].

If the appearance of new words together with new objects, phenomena or concepts is usually deemed necessary [4: 5], the language taste of society is often offended by borrowings that have Ukrainian equivalents. As V. Kostomarov notes, according to the established tradition, the assessment of borrowing in our country is for the most part negative, even irritable-ulcerative [1: 136].

The purpose of the study is to identify the feasibility of Anglo-Americanisms use in modern Ukrainian. The intended purpose involves the following tasks:
1. to characterise the main trends of the Ukrainian language development at the beginning of the 21st century;
2. to analyse the basic semantic features of the loan words and their Ukrainian equivalents;
3. to identify linguistic and extra-linguistic factors of the Anglo-Americanisms use.

Changes in language, the appearance of new words are inevitable. It is an axiom. The language needs changing to respond to the new demands of society [5: 134]. Globalization processes have contributed to the increasing interest of the Ukrainians in learning English; to the active involvement of linguistic and cultural elements by scientists and journalists. Therefore the bilingual Ukrainians use English vocabulary in their native language.

This process is objective and cannot be stopped or prohibited. Borrowing penetration into the Ukrainian language is caused by various factors. The introduction of a foreign language into Ukrainian is facilitated by five factors, including: historical international contacts and bilingualism, innovation in certain areas of activity, authority of the source language, fashion for foreign language borrowing, implementation of legislative measures related to the language policy [9: 34].

In modern media text, we can find Anglo-Americanisms used in describing situations related to psychological or physical effects on a person. There are loan words булінг and мобінг among them.

These neologisms have not been codified yet, and the role of lexicographers at this stage is often played by journalists [3: 26].

*Bulling* – psychological terror, beating, baiting one person to another [10: 87].

The English word in Ukrainian has many synonyms. For example, the word цькування and булінг are completely identical.

Цькування — the manifestation of aggression with further intimidation of the individual and the appearance of the possibility of his complete subordination to himself and his interests [2: 1235].

Also we can find more synonyms:

Знущання – evil mockery [2: 476];

приниження – from the verb принижувати, to humiliate, insult [2: 838];

глузування, from глузувати, to smile sardonically, making fun of someone or something [2: 432].

As we can see, the Anglo-Americanism has many synonyms in the Ukrainian language, which differ in the meanings. However there are also the word that is completely identical to the Anglo-Americanism булінг.

The use of the loan word is caused by the love of the speakers to new foreign items. In the Ukrainian society the phenomenon of bulling was not discussed
openly. The words that signified the observed phenomenon existed, but they did not form the part of the judicial and psychological terminology. So the western social trends have influenced not only the social aspects but also the language. The loan word has entered the terminological systems and become entrenched in them. The native speakers of the Ukrainian language use it by analogy with other Anglo-Americanisms denoting a new phenomena, in spite of the fact that there is a Ukrainian equivalent.

The concept of mobbing is not new in the context of professional activity, but in recent years it has become especially widespread. It is associated with intensive processes of stratification of society, the formation of office and business companies, where their dominant role is given to sole management, with increasing professionalism. The lack of a sufficient level of control and responsibility for the violation of workers' rights, as well as increased aggression, self-centeredness, degradation of morality in today's society represent this phenomenon [1: 127].

In the Ukrainian psychology and pedagogy, the term мобінг has been in demand for a relatively long time, but it has already caught on due to the fact that we have no analogue to convey the essence of this phenomenon. It is noteworthy that until 1990 this problem was studied relatively superficially, and after 1990-1992 there was hardly any literature that dealt specifically with this problem. The word мобінг is a generic term that describes several options for psychological aggression in the workplace [6: 177]. There are many kinds of this phenomenon.

*Vertical mobbing* is a kind of psychological aggression, which is carried out in the plane leader – labor – collective, can be manifested in two types: collective pressure on the head by subordinates or pressure leader on the whole team or its individual member (boss) [7: 12].

*Horizontal mobbing* is a type of psychological aggression that involves collective pressure on one of his colleagues, ignoring and harassing him [7: 13].

*Sandwich-mobbing* is a type of psychological aggression, which involves the pressure on one of the employees, both from colleagues and from the manager [7: 13].

As we can see, the phenomenon of mobbing is not new, but its research began only in the 21st century. The psychological term has several varieties. In the Ukrainian society, the phenomenon of mobbing is just beginning to be explored. There are no equivalents in Ukrainian to indicate this kind of behaviour. In this case, the use of the loan word is appropriate and justified.

The words мобінг and булінг are among the latest loan words, and their further functioning in the Ukrainian language is not completely defined. In the absence of codification, the interpretation of these concepts seems free, depending on the linguistic flair and extra-linguistic representations of the
authors of publications, and therefore not always unambiguous. The borrowings in question can be attributed to the vocabulary. They are defined as conditionally terminological [8: 134], claiming a permanent place in the language of science, in particular in jurisprudence. Apparently, the use of these words in media texts indicates the desire of journalists to translate the problem from the common area into the legal one. However the loan words have only to replace language lacunae.

Considering the fact that the use of Anglo-Americanisms is not always justified, we can assume that the Ukrainian language of the beginning of the 21st century needs normalization and ordering of its lexical system.

THE LIST OF REFERENCES AND LITERATURE

1. Алефиренко Н. Ф. Язык, познание и культура: когнитивно-семиологическая синергетика слова. Волгоград: Перемена, 2006. 227 с


