

## ANGLICISMS IN MODERN UKRAINIAN

**Introduction.** Each language has its own vocabulary, which is strongly influenced by non-verbal reality and reflects its development, that is an independent process, driven by the global development of society. Increased penetration of new information into our lives, susceptibility to the global unification of social and economic processes motivate creating new meanings that require proper definitions. This increases the lexical structure of any language, in particular the modern Ukrainian language, in which borrowings comprise a large proportion of new notions. The social and economic changes in Ukraine, its openness, entering the international cultural and information spheres have caused the quantitative increase of anglicisms.

**Formulation of the problem relevance.** The process of borrowing of foreign words undeniably affects the Ukrainian language. On the one hand, the process of enriching our native language and expanding its lexical structure takes place. But on the other hand, purely Ukrainian elements are ousted from the language and replaced by others with the same meaning. And this has a negative influence on the state of the language, on its origin and originality. In modern realities, when Ukraine is approaching the world stage, it is simply necessary to enrich and widen the vocabulary of the language. Using greatly the Internet, social networks, the processes of globalization, economic restructuring, orientation towards the West, Ukraine's entering the European Union are all just some of the reasons for using anglicisms intensively in the modern Ukrainian language, the huge interest to use the English words in all the spheres of communication. Thus, investigating the phenomenon of using the English words in our everyday life still remains **relevant**.

Analysis of recent investigations and publications. Nowadays, an active increase in the number of works devoted to studying borrowings, including the number of new anglicisms, can be observed. General and multidimensional characteristics of investigating the anglicisms can be seen in the works of modern Ukrainian linguists. In the modern period, there have appeared the works devoted to different problems of new borrowings in the Ukrainian language (B. Azhniuk, V. Akulenko, L. Arkhy-penko, M. Bondar, N. Bosak, L. Hontaruk, S. Hrytsenko, I. Kamynin, S. Karavanskyi, L. Kysliuk, N. Klymenko, I. Kochan, O. Lysenko, A. Lomovtseva, V. Lopushanskyi, V. Radchuk, D. Mazuryk, O. Matsko, L. Movchun, O. Morokhovskiy, A. Oli-nyk, V. Pecherska, V. Simonok, O. Stepaniuk, O. Styshova, L. Struhanets, O. Todor, S. Fedorets, L. Chursina) [2].

**Identifying the previously unsolved parts of the problem.** The number of works devoted to investigating the causes of penetration of foreign words is quite numerous, but even today there is no clear specification what factors affect the process of borrowing foreign-language lexemes. Studying the problem of foreign-language borrowings, linguists focus on the linguistic aspect, while this problem has been beyond linguistics and has become social. That is why it is important to study not only linguistic but also extra-linguistic factors of the borrowing process.

**The purpose of the paper.** The purpose of this scientific research is to summarize some practical issues related to functioning the foreign-language material, to find out the basic patterns of using the anglicisms in various spheres of life of the modern Ukrainian society, to identify the advantages and disadvantages of their functioning.

**Setting the tasks.** To achieve the set purpose, it is necessary to accomplish the following tasks: 1) to give the definition of the term “anglicism”; 2) to find out the ways of appearing the anglicisms; 3) to identify the functions of the anglicisms regarding the improvement of the lexical system of the Ukrainian language; 4) to analyse the reasons for borrowing foreign-language words, which are described in the linguistic literature; 5) to identify the features of the borrowings from the English language; 6) to determine the meaning of the term “pseudo-anglicism”; 7) to give reasons “for” and “against” concerning the use of the anglicisms; 8) to analyse certain stages of the adaptation of the anglicisms; 9) to prove that one of the leading directions of education of the present is to provide high-quality teaching of the English language in Ukrainian secondary comprehensive schools, colleges, higher educational institutions.

**Presentation of the basic material and interpretation of the results of the investigation.** According to the encyclopedia of the Ukrainian language, anglicism is a kind of the borrowing; a word, its separate meaning, statement, etc., which is borrowed from the English language or translated from it or formed by its model in the written or oral ways [12, p. 25]. Orally there come those words which have not yet been formed as a clear lexicographic unit but function in everyday oral Ukrainian. Penetrating the anglicisms orally occurs to a greater extent through the media and advertising.

The branches of the rapidly developing sciences have needed replenishing their terminology systems more often. Thus, the borrowings have been assuming the following functions to improve the lexical system:

- a) forming an unambiguous term;
- b) replacing the compound term with a one-word term.

This process concerns, first and foremost, the computer industry, as well as economics, politics, social sciences, journalism, television, cinema, music, sports, etc.

So, among the reasons for the foreign-language borrowings, which are described in the linguistic literature, the following ones can be distinguished:

- 1) need for new nomination units;
- 2) need to separate the concepts of this or that particular sphere;
- 3) tendency to nominate a single concept with one word (hence, the traditionally open terminological systems of certain branches to borrow new words or terms);
- 4) some socio-psychological causes [7].

Among purely linguistic reasons, the researchers name, on the one hand, enriching the vocabulary, expanding the means of nomination, and, on the other hand, eliminating polysemy of the specific word, the highest degree of terminological distinctness of the borrowed lexeme.

The Ukrainian-language periodicals, radio, and television provide a large number of anglicisms for research. In addition to the terminological vocabulary, the anglicisms are popular in various thematic groups: economics, computer technology, music, finances, cinema, television, entertainment, home appliances, sports, politics, food and drink, stationery, medicine, clothing and so on. A large number of new English borrowings which are thematically related to banking, economics and finances are due to the global changes in these spheres and the introduction of market economy in Ukraine, and with it the emergence of the need for naming the new terms, that have already had international names (e. g., *аудит* **audit**, *компанія* **company**, *лізинг* **leasing** and so on).

The culture and entertainment sphere has also undergone major changes and borrowed a large number of phenomena, objects and concepts from these areas, which are used in the English-speaking countries. Together with them their foreign names are borrowed, which mostly have no equivalents in the Ukrainian language (e.g., *блокбастер* **blockbuster**, *хіт-парад* **hit parade**, *триллер* **thriller**, *серіал* **serial**, *ток-шоу* **talk show**, *сиквел* **sequel**, *овертайм* **overtime**, *кліп* **clip** and so on).

Many borrowings are related to the sphere “Computer Technologies”. This is also due to the borrowing of the phenomena in the non-spoken area – the area of computer engineering, informatics and technologies, the Internet, etc. (e.g., *сервер* **server**, *сайт* **site**, *ноутбук* **notebook**, *тонер* **toner**, *трафік* **traffic**, *Інтернет* **internet**, *чип* **chip**, *онлайн* **online**, *джойстик* **joystick**, *хакер* **hacker**, *провайдер* **provider** and so on).

Sports anglicisms are traditional in the Ukrainian language (*баскетбол* **basketball**, *волейбол* **volleyball**, *серфінг* **surfing** etc.) and constantly show their gradual growth. Nowadays, this is happening on the background of expanding the international sports contacts, learning new sports games, competitions and events (e.g., *віндсерфінг* **windsurfing**, *скайсерфінг* **skysurfing**, *кайтсерфінг* **kitesurfing**, *айсбордінг* **iceboarding**, *сноубордінг* **snowboarding**, *сквош* **squash**, *кікбоксінг* **kickboxing**, *софтбол* **softball**, *бодібілдинг* **bodybuilding**, *плей-офф* **play-off** etc.).

The names of household appliances, goods and services have also increased their quantity with the help of the latest anglicisms. This is due in large part to the fact that in our everyday life more and more goods and services come from foreign realities that until then were unknown to us or considered as exotic (e.g., *блендер* **blender**, *грумінг* **grooming**, *тримінг* **trimming**, *пілінг* **peeling**, *скраб* **scrub**, *хендлер* **handler**, etc.).

The group of political vocabulary is very large in number, for example, *саміт* **summit**, *наблік рілейшенз* **public relations**, *імідж* **image**, *іміджмейкер* **image-maker**, *бодігард* **bodyguard**, *дайджест* **digest**, *спічрайтер* **speechwriter**, *джет-сет* **jet set**, *грін-кард* **green-card** etc. The appearance of such words in the Ukrainian language is also due to the expansion of the international relations and the growing influence of the world social and political processes in Ukraine [4, 8].

An excessive and inexpedient use of anglicisms is a characteristic feature of the modern language situation in Ukraine. But unlike France, where the ministry forbids the use of some English terms in the French official and state documents [6], in Ukraine there are no such legislative acts regulating the latest nominative processes. Therefore, the linguists and enthusiasts who seek to preserve the purity of the Ukrainian language are trying to solve the problem of dominance of modern Ukrainian with anglicisms. An example of this is the Ukrainian site “Slovotivir” – a platform for the mutual search of the Ukrainian equivalents for the foreign-language borrowings. This site was created in October, 2014, one of the leaders of which is Candidate of philological sciences, Associate Professor of the department of Ukrainian language of Ivan Franko National University of Ivano-Frankivsk, Ivan Tsikhotskyi who writes, “The main purpose is to clean the Ukrainian language from unnecessary foreign-language borrowings, which do not enrich our speech, but rather, on the contrary, they pollute it. They are not adapted to the norms of phonetics or morphology of the Ukrainian language, do not change their looks (sometimes even graphic), and at the same time they have very specific Ukrainian equivalents. That is, their entry into the language has no rational motives and is dictated mainly by fashion or the desire “to make a brilliant display of” intelligence” [10]. However, there are supporters of using anglicisms. The main argument “for” using the English-language borrowings is that for certain anglicisms there are no equivalents in the language-recipient, and their meaning can only be transmitted in the descriptive form, which, in its turn, does not allow to achieve the principle of linguistic economy [9, p. 11]. Some researchers also argue that foreign-language words are not simply borrowed into the Ukrainian language, but they are creatively processed and adapted to an environment that is alien to them, which turns out to be quite strong in order to subjugate the alien. In addition, the words of foreign origin contribute to enriching the vocabulary of the Ukrainian language and are indicators of its linguistic and literary development [11, p. 55 – 56]. The most important argument “against” using anglicisms is that they destroy the uniqueness and originality of the Ukrainian language, as well as harm its linguistic norm, as the Ukrainian language includes not only the English borrowings, but also derived lexemes from

them, for example: *пост* – *постити*, *запостити* **from to post**; *лайк* – *лайкнути*, *залайкати* **from to like**. Horodenska believes that the dominance of such derivatives has a negative impact on the lexical and word-building subsystem of the Ukrainian literary language. The researcher asserts that the new borrowed complex units combining two nouns, the first of which expresses the attributive meaning, is the consequence of transmitting the word-building model of the English language into the Ukrainian language, for example: *бізнес-новини* – **business news**, *бізнес-справа* – **business affair**, *бізнес-захоплення* – **business admiration**, *бізнес-планування* – **business planning**, *бізнес-партнер* – **business partner**; *піар-дія* – **PR-action**, *піар-кампанія* – **PR campaign**, *піар-менеджер* – **PR manager**; *інтернет-видання* – **Internet edition**, *інтернет-голосування* – **Internet voting**, *інтернет-спільнота* – **Internet community**, *інтернет-залежність* – **Internet addiction**; *медіа-підтримка* – **media support**, *медіа-програма* – **media programme**, *медіа-аналітика* – **media analytics**, *медіа-група* – **media group**, *медіа-текст* – **media text**. A large number of these nouns have already been recorded in the spelling dictionaries, despite the fact that they deform the grammatical norm of the Ukrainian language to express attribute with the help of the adjective and limit creating adjectives from nouns, therefore it gives grounds to assert the destructive effect of the anglicisms on the Ukrainian adjective word formation. Another argument “against” using anglicisms is that speakers often use English-language borrowings in their speech, despite the fact that the Ukrainian language has their equivalents, for example: *атачмент* (*attachment*) instead of *вкладення*, *гейм-девелопер* (*game-developer*) instead of *розробник комп’ютерних ігор*, *лайфхак* (*life hack*) instead of *корисна порада*, *спонж* (*sponge*) instead of *зубка*, *мілкшейк* (*milk shake*) instead of *молочний коктейль* and others [3, p. 4–5]. As we see, the attitude of the Ukrainian scholars towards the problem of borrowing is ambiguous and their views on this issue differ radically.

For the borrowing from English the following features are typical:

- 1) sound combination [dg] – дж: *бюджет* **budget**, *джаз* **jazz**, *джентльмен* **gentleman**;
- 2) sound combinations [ai], [ei] – ай, ей: *інсайд* **inside**, *тролейбус* **trolleybus**, *хокей* **hockey**;
- 3) suffix (**ing**) – инг(-инг): *мітинг* **meeting**, *пудинг* **pudding**, *тубінг* **tubing** [13].

Separately, it should be distinguished a group of anglicisms, which in English is called “pseudo-anglicisms”. The prefix “pseudo” does not mean that the words are not English by origin, but that their meaning in the language-recipient is different from the meaning in the English language itself. “Pseudo-anglicisms” are also the so-called false translator’s friends.

The most common pseudo-anglicisms in the Ukrainian language are: *кліпмейкер* – **music video director**, *креатив* – **inventiveness, creativity, the results of creative work**, *кілер* – **assassin**, *ксерокс* – **copier** (*Xerox* – the mark of the photocopying machine), *менеджер* – **clerk** (*manager* – «завідувач», «директор»), *металіст* – **fan of heavy metal subculture**, *памперс* – **nappy** (“Pampers” is a trade mark), *плєр* – **portable media player**, *Walkman* (*a player is a person who play this or that kind of sport*), *смокінг* – **dinner jacket**, *шоп-тур* – **an organized tour to a foreign country for shopping**, *шоумен* – **entertainer; host of an entertainment-oriented show**.

Under modern conditions, the main way of borrowing the anglicisms in the Ukrainian language is straight, direct borrowing, for example: *супермаркет* **supermarket**, *провайдер* **provider**, *дилер* **dealer**, *спонсор* **sponsor**, *бренд* **brand**, *геймер* **gamer**, *кікбоксинг* **kickboxing**, *фітнес* **fitness**, *саміт* **summit**, *фастфуд* **fastfood**.

Another way of borrowing is to use English as an intermediate language. Among the anglicisms of this group there can be distinguished the following types: 1) the words of the Latin (*адміністратор* **administrator**, *бонус* **bonus**, *корпорація* **corporation**) or Greek (*теорія* **theory**, *синергія* **synergy**) origin, borrowed first into English, and then from it in the Ukrainian language; 2) the words artificially created in English from Latin or Greek elements (*теленпроект* **teleproject**, *трансген* **transgene**, *парамедик* **paramedic**); 3) the words arisen in English on the basis of the Greek or Latin element and the English part (*монополія* **monopoly**, *інтерфейс* **interface**); 4) the words of other languages (Turkish, Malay, Irish, Swedish, Arabic, French (*департамент* **department**, *фільтрація* **filtration**), German (*група* **group**, *штандарт* **standard**), Italian (*компанія* **company**)), which were originally borrowed into English, and then through it into the Ukrainian language; 5) the words appeared in English on the basis of the English component and the borrowed one from other languages (but not Greek and Latin) (*айс-ревію* **ice revue**, *сафарі-парк* **safari park**) [1].

Using the foreign-language lexemes in the Ukrainian language always requires some adaptation to its own language laws. Numerous anglicisms used today in our oral and written speech undergo certain stages of adaptation. Studying the borrowing takes place at different stages of the language system, among which lexical-semantic and word-building are the highest stages of adaptation of lexical borrowings, and graphic, phonetic and morphemic adaptation form their foundation. More often they are phonetic and graphic types of adaptation.

There are three variants of transferring the phonetic shell of a foreign word: *transcription*, *transliteration* and *mixed transcoding*.

Among all these three, *transcription* is the most successful and logical way of transmitting the original pronunciation, when the original sounds of the English word are transmitted to the sounds of the language of translation in a letter form or a combination of sounds.

Despite the significant difference between vowels and consonants in the English and Ukrainian languages, on the one hand, and the discrepancy in the pronunciation and spelling of words in the English language itself, on the other hand, the transcribed anglicisms form a significant part of the whole borrowed vocabulary: *брейк* **break**, *кеш* **cash**, *чек* **cheque**, *ф’ючерс* **futures**, *траса* **trust**, *апгрейд* **upgrade** etc.

An alternative way of reproducing the English sounds and characteristic sound combinations is *transliteration*, that is their transmission in the letters of the Ukrainian language. However, such an option does not contribute to perceiving the true sound of the words of the original language, and often even distorts it. Transliteration is a record of the English word



that involves a priori knowledge of the rules of orthoepy of the source language: *бартер barter*, *девелопер developer*, *дистриб'ютор distributor*, *дивіденд dividend*, *форвард forward*, *маркетинг marketing*, *ралі rally*, *тендер tender* etc.

The third version of phonetic adaptation is a mixed *transcoding*, which involves the use of the transcribing and transliteration elements while transferring a word-term. Among the anglicisms recorded in such a way, there can be named: *бенчмарк benchmark*, *чарт chart*, *дилер dealer*, *експорт export*, *лізинг leasing*, *аутсайдер outsider* etc.

This type of transcoding also includes borrowed terms, in which the transliterated form completely coincides with the original pronunciation. These are mostly simple single-component words that do not cause difficulties in spelling and oral reproduction: *тренд trend*, *спот spot*, *смпін strip* etc.

The transcoded anglicisms are characterized by one more feature. The double fixed consonants in written forms of the English words, usually during the pronunciation, unlike the vowels, merge into one phoneme. However, getting into a new linguistic environment, they are often represented by one sound and, accordingly, one phoneme: *білінг billing*, *лобі lobby*, *ралі rally*, *роловер rollover*, *скімінг skimming*.

Graphic adaptation of the anglicisms includes its graphic re-writing, i.e., its transition from Latin writing to Cyrillic one. In general, it is possible to distinguish three stages of graphic adaptation of the anglicisms: 1) the words transmitted by the Latin script without changes in their original writing. Most of such lexical units are abbreviations: *SMS*, *PR*, *VIP*, *UMC* etc.; 2) the parallel functioning of the word in the Latin and Cyrillic forms: *call* / *кол*, *target* / *таргет*, *spread* / *спред* etc.; 3) the transfer of a foreign-language word with the letters of the Ukrainian alphabet as a proof of the maximum stage of their graphic adaptation, indicating the tendency to overcome the vibrations in writing: *венчур venture*, *еквайр acquirer*, *інвойс invoice*, *перформер performer*, *скоринг scoring*, *тренд trend* etc. [14].

**Conclusions and prospects of further investigations.** Consequently, summing up the issue of the presence of such a number of new English words for us in our native language, we have arrived at the notion of the conflict of generations characteristic of our Ukrainian people. That is, the Ukrainian people can be divided into two groups. The first one is those who approve of the existence and spread of the anglicisms in our native language, understand their meaning and see it as a normal historical process dictated by the world and time and which is inextricably linked with the world integration (and they are an overwhelming majority). And the second group of people who oppose using the English words in the modern Ukrainian language, who do not understand their meaning (because of their ignorance of the language, or the reluctance to master it), and believe that they can be replaced by the equivalents of their mother language.

The following conclusions can be made: 1) the process of spreading the anglicisms is irreversible, and no one can withstand it; 2) it is necessary to emphasize its positive influence on the culture of our present, as evidenced by the indisputable evidence of our study; 3) the scientists-linguists should accept the phenomenon of spreading the Anglicisms around us as a fact and step along with the world (in this issue, our power and our education, which can serve as an example for imitation, have appeared on our side); 4) there is a need to increase the register of the spelling dictionaries of the Ukrainian language at the expense of the lexical borrowings, giving them a corresponding spelling; 5) there is an acute problem of the regulation of the borrowing spelling (which words to write in quotation marks, where to double consonants, etc.); 6) clear criteria for enrollment of borrowings into the Ukrainian language should be established (to distinguish between occasionalisms, ephemerisms, sporadisms) – in particular, the frequency of use of a foreign word, its presence in the spoken language, the works of contemporary Ukrainian writers (with the exception of mass-culture representatives), according to the idiom creation potential, etc.; 7) it should first be checked whether there is an equivalent in the Ukrainian language – in the heritage of the classics of Ukrainian literature, in live folk speech, in the dictionaries of Boris Hrinchenko, A. Krymskyi and others who have passed the test of time, in phraseological dictionaries, in the works of contemporary authors; 8) there is a need to fix the contexts in which the anglicisms are used (in particular, spoken situations), to determine the principles of etymological identification (from which or through which language into the studied language a word is borrowed), to take into account the cultural and ethnographic component; when writing the corresponding lexicographic works, it is necessary to weigh the cases of the collision of the linguistic traditions and practices; 9) it can be argued that one of the leading directions of the present education is to ensure the high quality teaching of the English language to the Ukrainian people.

The modern process of borrowing the anglicisms in the Ukrainian language is of great interest and requires more research, because the complex lexical-semantic processes in it are provoked by the modern linguistic connections, as well as their possible consequences deserve close attention and constitute an important linguistic problem. Often used in communication, in the media new foreign words now much faster than it happened in previous historical periods, are assimilated by speakers and become the status of the borrowed ones, and then the assimilated. As a result of the nominative activity the language at its nominative-lexical level is becoming synchronous with its conceptual picture.

The study of borrowing takes place at different stages of the language system, among which lexical-semantic and word-building are the highest stages of assimilation of lexical borrowings, and graphic, phonetic and morphemic assimilation form their foundation. However, regulating the process of borrowing foreign-language words should be carried out carefully, everyone must carefully approach the assessment of such borrowings, paying attention to the linguistic tradition and stylistic features of the Ukrainian language. In this case, foreign-language borrowings in general and the English ones in particular, should be the impetus for the generation of new Ukrainian words that will only enrich the lexical composition of the Ukrainian language, will provide the grounds for pride in cultural identity and linguistic autonomy and will contribute to the culture of speech. We believe that one of the ways to achieve this goal should be to combine the efforts of linguists with the political, economic, cultural and educational will of the country's leadership. In this regard, the problem of the anglicisms in the Ukrainian language remains relevant and requires further careful studying.

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**Summary**

**V. SLABOUZ, S. BUDNYK. ANGLICISMS IN MODERN UKRAINIAN LANGUAGE**

The paper summarizes some practical and theoretical issues related to functioning the foreign-language material, finds out the basic patterns of using the anglicisms in various spheres of life of the modern Ukrainian society, identifies the advantages and disadvantages of their functioning, underlines the urgent necessity to teach English to the Ukrainian people.

**Key words:** anglicism, modern Ukrainian, pseudo-anglicism, borrowing, modern education.

**Анотація**

**В. СЛАБОУЗ, С. БУДНИК. АНГЛIЦИЗМИ У СУЧАСНІЙ УКРАЇНСЬКІЙ МОВІ**

У роботі узагальнено деякі практичні та теоретичні питання, пов'язані з функціонуванням іншомовного матеріалу, виявлено основні закономірності використання англiцизмів у різних сферах життя сучасного українського суспільства, визначено переваги та недоліки їх функціонування, підкреслено нагальну необхідність вчити англійську мову українським людям.

**Ключові слова:** англiцизм, сучасна українська мова, псевдо-англiцизм, запозичення, сучасна освіта.

**Аннотация**

**В. СЛАБОУЗ, С. БУДНИК. АНГЛИЦИЗМЫ В СОВРЕМЕННОМ УКРАИНСКОМ ЯЗЫКЕ**

В работе обобщены некоторые практические и теоретические вопросы, связанные с функционированием иноязычного материала, выявлены основные закономерности использования англицизмов в различных сферах жизни современного украинского общества, определены преимущества и недостатки их функционирования, подчеркнута насущная необходимость обучения украинцев английскому языку.

**Ключевые слова:** англицизм, современный украинский язык, псевдо-англицизм, заимствования, современное образование.