

поле английского языка содержит фразеологические единицы для представления концепта “*house, home*”.

В заключение отметим, что концепт “*house, home*” имеет знаковый характер, входит в культурный код, его символика лежит в основе образной лексики и, вербализуясь, формирует лингвокультурный код. Лингвокультурный подход позволяет комплексно изучать языковые единицы, в которых отражается ментальность народа, языковое сознание и коммуникативное поведение.

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## **Morphological features of the English language as a result of globalization**

В статье приведен анализ английских лексем, широко распространенных в повседневной речи русских людей. Рассмотрены явления и понятия, которые обозначают данные англоязычные лексемы, контексты, в которых они употребляются. Внимание авторов сосредоточено на том, как англицизмы способствуют развитию современного языка.

**Ключевые слова:** заимствования, язык-преемник, лексикон, глобализация

The article provides an analysis of the English lexemes, taking place in everyday life of the Russian people, English-language lexemes, which denote concepts and phenomena, and are actual in their surroundings. It explores anglicisms promote the development of modern Russian.

**Keywords:** borrowings, language-successor, vocabulary, globalization

Borrowings play a big role in the lexicon of various languages [4, с. 187]. At this time, the Russian language has to undergo the influence of English, which is chief in borrowing vocabulary. Thus, this issue is current due to the growing interest

in the problem of language relationships, borrowings and simplification of borrowed vocabulary components and word-forming components in the language-successor, and also great discussions about the results of this development for the language, its features and future development. Those who worry about the heritage of the language are highly excited about the issue of using anglicisms in modern colloquial speech: “Language requires a careful attitude, because it is the custodian of the culture of the people, the means of transferring its achievements to the next generations. If you calmly treat all sorts of distortions of your native speech, if you often let other people's words and new formations into the language, then after some time people will have to read their national literature of past times with a dictionary” [5, p. 28-30]. “Loanwords enrich the language and usually do not in the least harm its originality ... Despite the fact that there are many anglicisms in the language, it still remains one of the most beautiful and richest languages in the world... It is clear to every reasonable person that it is pointless to prevent foreign words, and even more so to try to expel those anglicisms that have already taken root in the structure of the Russian language [2]. These quotes show that the great amount of borrowings in the language is highly bothering for scientists, and that this problem is still essential to this day. There is an evident fact that in the process of long-term formation, languages in various spheres of life are permanently in contact with each other, and this suggests that the use of anglicisms in speech is, to a large extent, vital in the development of the language. With the use of anglicisms in speech, as one of the evolution options, the modern language is developing considerably. Throughout the existence of Russia, the vocabulary in the Russian language has experienced permanent completion due to the fact that foreign words emerged in it. On the one hand, some scientists look at this phenomenon as an opportunity through which the language develops, and on the other hand, as the degradation of the language. Some scientists agree with the opinion that at the moment the English language is strengthening its position and thus contributes to the development and enrichment of our mother tongue. Language plays a huge role in human life. Thanks to him, a person can live in society, having the opportunity to contact other people, and also, thanks to him, he can reflect on his inner impressions, thoughts and feelings. The language, established in the process of history, is a set of transmitted phonetic vocabulary and grammatical components; it (the totality) sets in motion the process of thinking and acts as a means of contact, mental exchange and human interaction in society. As already noted, the rooting of anglicisms in the modern language can no longer be stopped because in our reality new words, expressions and their linguistic definitions are involved, and this is an inevitable fact. But this movement, which we observe today, so far in the history of the Russian language, has not been so large-scale. The fact that English has acquired the status of a world language, the status of international communications, is an unconditional and obvious phenomenon.

David Graddall, the author of «English Next», wrote that today “we have reached a point in regard to the status of global English: the world has changed and will never be the same. But if before it was studied as a foreign language, today it becomes “native” for many peoples [1, c. 127]. A large number of linguists are extremely concerned about this phenomenon. “A significant number of scientists describe the situation using pessimistic metaphors: English is a killer language, a tyrannosaurus language; language is a cuckoo in the nest of languages and even linguistic genocide, linguistic imperialism, crimes against humanity in the field of education, etc.” [3, p. 137]. A. V. Kirilina believes that it is necessary to consider the processes of borrowing in the recipient languages within the framework of globalization processes. She notes that “the virtualization of society, the speed and globalization commonality of being affect the development of language - it is also accelerating and unifying. All this leads and has already led to the emergence of general patterns in the development of languages and language contacts” [3, p. 136]. However, not only individual anglicisms borrowed by the Russian language, which serve to define new concepts, indicate that the English language has an impact on Russian. This is also indicated by whole word-forming series that appeared in the language, which are decorated with certain suffixes. In this work, it seems necessary to analyze the anglicisms that can be seen in the literary language, as well as in the everyday speech of the Russian language. In this regard, it is possible to note borrowed lexemes expressing new concepts and manifestations of modern reality, or rather, nouns with suffixes -er-/or (English -er-/or). A greater number of lexemes on -er serve for the names of various professions, figures, or different types of occupations. Such borrowings are mainly represented by verbal nouns that are used to name new professions, for example:

Дизайнер [Eng. designer] – "an artist-designer, a person engaged in artistic and technical activities in various industries." Example: "He was awarded the Young Designer Order in January 2010."

Менеджер [Eng. manager] – "econ. Head of a company, enterprise, bank, etc.; manager". Example: "Your father is an investment manager juggling numbers."

Кондуктор [Eng. conductor] – "An employee who accompanies trains, as well as serving passengers on public transport." For example: "She says he looks like a bus conductor."

Директор [Eng. director] – "Head, manager of the administrative part of any institution." Example: "The conference was opened by the President of Ukraine and the Regional Director of UNDP."

Another impressive part of the new verbal new formations with suffixes -er-/op are certain artifacts, and most of them are used to name various devices, equipment related to technical innovations, for example: separator, perforator, indicator, fan, compressor.

Сепаратор [Eng. separator] – "A machine or apparatus for purifying, separating one substance or one part of a substance from another." Example: "A bag filter and an electrostatic separator are connected in series to the gas outlet of the cyclone."

Перфоратор [Eng. perforator] – "Device for punching holes." Example: "Which of those present has a home puncher?"

In this work, only a small part of anglicisms in -ep/ -op- is considered. In the structure of the modern Russian language, neologisms are actively strengthened and developed. However, it must be remembered that if foreign words and expressions are used too often, this can lead to ambiguous consequences because, when using them in speech and replacing the original vocabulary with English, there is a vague understanding of its meanings, which can lead to vagueness of speech.

To a large extent, it is important to use Anglicisms in a timely and appropriate manner. Their correct use indicates a respectful attitude towards the native language and the source language. It is also necessary to be aware of the fact that the language is an inseparable part of the culture of the people, and in order to protect and maintain it, it is necessary to protect and develop the identity of the language.

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## **Психология восприятия британского плаката периода Второй мировой войны**

В статье рассматривается информационно-психологическое влияние военного плаката на население во время информационно-психологической войны. Плакаты условно можно разделить на две основные группы по типу целевой аудитории: «фронт» и «тыл». Выпущен-