

с одной стороны, влияли на нормы поведения в браке, а с другой стороны, отражали их. Именно пословицы закрепляли «правильные» и подчеркивали «неправильные» нормы поведения человека в семье.

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## **The role of Anglicism's in the German business environment**

В статье рассматриваются исторические, экономические и языковые факторы влияния английского языка на немецкий, анализируется роль англицизмов. Особое внимание уделяется причинам широкого употребления английского языка, обуславливающего распространение англицизмов.

**Ключевые слова:** деловой английский, лингва франка, семантика, международный деловой контекст, деловая среда Германии

The article presents the influence of English words and business vocabulary of the English language on the business environment of Germany. The historical, economic and linguistic factors of the influence of English on German, the role of Anglicism's are considered. Special attention is also paid to the reasons for the use of the English language and the problems associated with this phenomenon, which are raised by the use of Anglicism's.

**Keywords:** Business English, Lingua Franca, Semantics, International Business Context, German Business Environment

An important factor in the sense of the influence of the English language on the German language and culture is the political and military-economic superiority of the United States in Europe, first in Western, and after the end of the Cold War increasingly in Eastern Europe, and the subsequent massive influence on European cultures and languages. In defeated and occupied Germany, this cultural and linguistic influence

was even stronger and more stable than in the rest of Europe (occupation zones), partly due to the fact that many German intellectuals saw the entire history of Germany absurdly devalued and compromised as a result of the twelve-year dictatorship, and tried to oust it. Thus, the leading layers of the Federal Republic from the very beginning were ideologically and culturally oriented towards the Atlantic governing power.

To imagine the influence of the English language on the German language, and on the economic language in general, at the moment it is necessary to take into account the economic factors (and, above all, foreign economic ones) affecting Germany. In Germany, France is in the first place for Trading partners, but the United States and Great Britain together surpass it. In other respects, in addition to the USA, Japan and the People's Republic of China surpass non-European countries in imports, which demonstrates how, despite all the "globalization actions", the "world champion in exports" Germany still has an economy, primarily European, and, only secondly, global [6, p. 8].

Chemical companies, car manufacturers and suppliers, machine builders and IT (information technology) companies unite in associations so that production, research and development (Research & Development) is most often transferred abroad. And international activities cover even small businesses, from such as computer game developers, to all functional areas of your company, from financing, purchases, production to marketing and sales. Tukholsky has already noted: "As for the world economy, it is intertwined" [1, p. 1]. It becomes difficult for many firms to establish nationality. They sell, research, develop and produce in many countries "depending on the most profitable combination of capital, labor and legislation" [3, p. 3] English usually becomes the corporate language, as in the case of Bertelsmann, Beiersdorf, DaimlerChrysler, der Deutschen Bank and the Zurich insurance company, or in the language of communication between various divisions of the company, such as VW and Bayer. Even in French global companies such as Alcatel, Axa and LOréal have established themselves as companies with English. Contracts and technical documentation are drawn up only in English, conferences are held in English. In recent decades, other factors have determined the influence of the United States on the world: computing. The significant increase in the use of computers in the workplace, as well as the private use of PCs in recent years, is most likely one of the main reasons for the growing spread of the English language around the world, since the biggest computer-related inventions have come from the United States. Microsoft's software was initially available only in the English version, as English-language websites dominated the World Wide Web from the very beginning. Language factors. It is believed that every fourth inhabitant of the Earth now speaks English fluently and competently. Microsoft's software was initially available only in the English version, as English-language websites dominated the World Wide Web from the very beginning. Language factors. It is believed that every fourth inhabitant of the Earth now speaks English fluently and competently.

The country with the highest growth rates is currently China, with 50 million people studying English in the countries of the former Soviet Union. Almost all the young people in Europe are growing today thanks to the schooling of English as the first foreign language. So, being an international language there, all over the world English is called *Lingua Franca Universalis* (Universal Specialized Language) real speech. In the global book production, the share of English-language books is more than twice as high as in any other language. Even linguists did not see any problem, no danger in the "flow of Americanisms", rather, they became defenders, ideologists of a new development, under the spell of which they themselves were. Under the impression of structuralist and functionalist American linguistics, since the 60s in German linguistics and language criticism there has been a complete departure from the predominantly historical and linguistic approach implemented by that time. All words of the modern language and, in particular, the so-called foreign words should be evaluated only in accordance with their current communicative function, that is, only in accordance with their current useful value for the speaker. Thus, this means that, for example, Computer and Rechner, harrui glücklich, sorry and Verzeihung, Ticket and Fahrkarte, Information and Auskunft are primarily basically equal and equivalent.

When critically evaluating the language and evaluating these words, their history, that is, whether they are of German or foreign origin, does not play the slightest role. The only important thing is whether they are communicative, functional and effective in the appropriate context of use and to what extent. And here the borrowed word may well be more sociable, functional and effective than the German word.

Arguments in favor of using Anglicism's. People who are more relaxed about using English terms imagine that many things cannot be expressed equally well in German. In addition, language is a living organism, subject to constant influences and changes, while the attempt to "preserve purity" is the preservation of the past. In addition, there is no "pure" language at all: since German can be said to be in constant contact with various European languages, to which he borrowed thousands of words. In the end, the fight against Denglish was more of a fictitious struggle, since in fact we are talking about general cultural pessimism and latent anti-Americanism. The use of Anglicism is appropriate whenever it was implied for the designation that there is no German-language equivalent. In many of these cases, it is simply the adoption of a foreign language expression that saves a semantically inaccurate translation. In addition, for purely economic reasons, the import of a foreign expression is proposed if (so far) there is no German word for the fact. Countless examples can be found both in professional language and in general language: Thus, the technical term in economic language outsourcing refers to the transfer of company units that do not belong to the main area of the company to service providers specializing in this, as well as Product placement needed to be rewritten

through "use in cinema and television as an advertising campaign in which the product is placed in the image carelessly, but recognizably", (but the German expression "creeping advertising" is often used) [6, p. 11].

Denglisch- its supporters also perceive positively, thus, recently emerged concepts that can be used uniformly at the international level. Especially on the Internet, it helps understanding. For people who study or speak foreign languages, it will be a great relief if new terms (neologisms) do not need to be translated.

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## **Особенности перевода литературных реалий в произведениях жанра фэнтези**

В статье исследуется специфика перевода литературных реалий в произведениях жанра фэнтези. Основная сложность для переводчиков состоит в том, что помимо семантической составляющей необходимо передать национально-культурный колорит такой лексики с учетом фольклорно-мифологических представлений определенной культуры. Автором выделены и проанализированы переводческие стратегии, применяемые при передаче вымышленных реалий, а также сделаны выводы о наиболее эффективных переводческих решениях.

**Ключевые слова:** реалия, фэнтези, ономастика, топоним, антропоним, «говорящее» имя

Мастера художественного перевода отмечают, что национальная окраска художественного произведения выражается через литературные реалии. В произведениях жанра фэнтези литературные реалии искусственно создаются автором для описания воображаемой действительности. В этом случае реалии не только выступают как носители национально-культурной специфики, но и создают волшебный антураж произведения.

Фантастическая условность и волшебная экзотика являются специфической чертой рассматриваемого жанра. В мире фэнтези представлен весь арсенал волшебных сказок и древних легенд: волшебники, драконы,