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### The image of a woman in English and Russian proverbs

Proverbs are a bright and attractive genre of folklore. A proverb is not just a phrase, it expresses the opinion of people, contains people's assessment of reality, the world around us, the observation and experience of people being a reflection of the national mentality.

The woman has always played an enormous role in the life of any society, so there is an increasing interest in her image in such an ancient genre of folklore as proverbs and sayings. So, let's examine the difference and similarities about women in English and Russian proverbs.

When studying English proverbs and sayings, it was noticed that, basically, they talk about a woman in general, but there are also small groups of proverbs about a wife, a widow, a daughter and a mother. A small number of proverbs and sayings that refer to a woman occupying a certain place in the family suggest that in English proverbs and sayings no special attention is paid to kinship and age relations in the family.

But in Russian, the situation is different. It contains both statements about a woman in a general sense as well as about her specific role in the family and society. There are large groups of proverbs about a grandmother, a maiden, a wife, a widow, a mother, and a few about a sister, a daughter, a daughter-in-law, a mother-in-law, a sister-in-law and a wise woman. [3]

In proverbs, names of women, such as mother, daughter, sister, there are some differences when comparing them. Russian proverbs are patriotic, in English they relate to life experience and moral concepts such as loyalty, devotion, wisdom, pride, contempt, etc.

Examples:

Родная сторона – мать, чужая – мачеха.

Родина – мать, умей за неё постоять.[2]

Truth is God's daughter. [1]

Experience is the mother of wisdom.

Be your own woman  
(approving) to act or think independently, not following others or being ordered  
Woman of the people  
(especially of a politician) a man/woman who understands and supports ordinary people

The proverbs and sayings of each nation reflect the history of the development of these people, landscapes, climate, ancient religious beliefs, traditions, customs, moral standards, holidays and folk beliefs. Proverbs carry national peculiarities, and therefore some of them have no analogues in another language.

Examples:

Женские умы, что татарские сумы.(переметны) The comparison is taken from the times of the Tatar yoke, about the features of the Tatar saddlebags. This speaks of the inconstancy of women in their decisions. [2]

Arthur couldn't tame women's tongue. It says here that even King Arthur had no power to tame the female language. Such proverbs reflect the history of the country.

Although English and Russian proverbs have many differences, they also have a lot in common. It can be explained by universal human values. You can find English proverbs with the same meaning to Russian proverbs. Some of them may almost completely coincide.

Examples:

Материнская ласка конца не знает.

A mother's love never ages.

Дочку сватать – за матушкой волочиться.

He that would the daughter win must with the mother first begin.

Нет такого дружка, как родная мать.

A man's mother is the other God.

За бабой почитай последнее слово. С бабой не сговоришь. Бабу не переговоришь.

Women will have the last word. Women are great talkers.

У бабы волос долог, а ум короток.

Women have long hair and short brains.

Без жены – как без шапки. [4]

Women are necessary evils. [1]

Thus, it can be stated that the pictures of the world of the Russian and English languages have certain differences and similarities. This is due to the mental-cultural and national-historical features of development, recorded in the language and consciousness of these peoples, as well as the traditional distribution of gender roles in society and ideas about femininity that dominate in this society.

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### **Musical folklore in Russia and Great Britain**

The word «folklore» is usually interpreted as «folk wisdom». In science folklore is considered as a special sphere of the people's existence, a manifestation of their spiritual and material culture.

The vast expanses of folk culture are boundless, the boundaries of folklore are difficult to delineate. In general, it does not lend itself to a clear definition. Musical folklore in the context of modern culture is one of the most acute and popular topics of today's musicology. [1, С. 51]

Firstly, genres of Russian folk music will be considered in this work. The main genre here is song, but the songs are different and therefore there are numerous genre varieties of Russian songs. It is best to remember these varieties by what role they played in the life of the people, in what situation and under what circumstances they could sound. [2]

So, Russian songs are:

1) songs that are associated with the calendar and calendar holidays and rituals (meeting spring, congratulations on the new year, carols and divination songs).

2) songs that are associated with various events in the personal and family life of people (songs for the birth of a child, lullabies, children's play dances).

3) epic song genres (epics, ballads, historical songs).

4) lyrical songs (songs about love-happy and unrequited, tragic, urban songs).

5) songs of everyday life and holidays (student's songs, holiday-vivat, comic songs and ditties.)

The folk music of Great Britain is a tradition-based music, which has existed since the later medieval period. It is often contrasted with courtly, classical and later commercial music. Folk music is traditionally preserved and passed on orally within communities, but print and subsequently audio recordings have since become the primary means of transmission. The term is used to refer both to English traditional music and music composed or delivered in a traditional style.

British songs are:

1) a ballad is a form of verse, it is often a narrative story and set to music.[4]

2) a carol is a festive song. In modern times, carols are associated with Christmas, but in reality there are carols celebrating all festivals and seasons of the year, and these were not necessarily christian festivals.[5,С. 60]

3) children's songs are lullabies from the later medieval period.

4) sea shanties are a type of work song traditionally sung by sailors. Derived from the French word «chanter», which means «to sing».

The work can observe a large number of linguistic coincidences and differences in the lullabies of Russia and Great Britain.

Phonetic features:

1) Russian traditional folk lullabies are full of whistling and hissing sounds and sound combinations are soothing:

Спят усталые игрушки, книжки спят,  
Одеяла и подушки ждут ребят.  
Даже сказка спать ложится...  
Ты ей пожелай: «Баю-бай!»

2) In English, repetitions of sounds, sound combinations, syllables, and individual words serve as the main means of achieving smoothness and melody in lullabies:

Twinkle, twinkle, little star,  
how I wonder what you are!  
Up above the world so high,  
Like a diamond in the sky!...

Similarities:

Both English folk and Russian folk lullabies contain "cradling" small words or letter combinations that do not carry meaning, which are pronounced on the chant.

Russian folk lullabies: «Ай, люли –люли, лю-ли», «баю-бай», «бай –качи, качи-качи»;

English folk lullabies: «Hush-a-bye», «croon-croon», «O ho-ro ee-ree-ree».

Lexical features:

1. It is noteworthy that in Russian lullabies, nouns are often formed with the help of diminutive suffixes:

-ик, -чик: домик, столик, братик, животик, котик, ротик;

-очк(а), -ечк(а), -к(а): папочка, мамочка, речка, рубашечка, лавочка, ножка, ручка, собачка;

-очек : сыночек, звоночек;

-енький: слабенький, беленький, хорошенький, добренький, красенький.

2. In addition to the above, it is impossible not to notice that lullabies are full of words used for affectionate naming of the child: милый, радость моя, крошка, etc. In most Russian lullabies, the mother addresses the child by name and often in diminutive forms: Лизонька, Ванечка, etc.

In English lullabies, there are only general affectionate addresses, such as darling, baby, my treasure, my little one.

Similarities:

1) Due to the fact that most of the lullabies appeared a long time ago, they contain a lot of archaisms and historicisms:

Как у Вани колыбель

Во высоком терему Шитом, браном пологу,

Кольца-пробойца серебряные...

2) In English lullabies, we also meet outdated vocabulary:

hush-a-ba = hush-a-bye; gane=gone; braw = beautiful, wonderful; kye or kine = cows; gaits = goats, hie = high; hame = home.

In conclusion, despite the remoteness of the two countries there are a lot of coincidences in musical folklore. Folk musical works of Russia and Great Britain are akin to people's life, their history, beliefs and mentality.

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### **Music in Russia and England**

Once again music is making the world a better place, building the personal ties between countries that seem so hard to establish at a political level these days. [1]

Between March 2019 and March 2020, there was UK-Russia Year of Music, which included over 200 events, over 500 UK artists and a huge spectrum of musical genres. The story was of building something together: horizons expanded, networks widened and knowledge shared. [2]

Musicians from the two countries traveled to each other and composed music based on the material of this country. There were different styles everywhere. Russian composers worked with academic music, and in electronic style, and British musicians visited Yekaterinburg, Nizhny Novgorod and Kaliningrad. Each residence had its own theme: electronics, sound art, Russian folklore. [3]

For foreign music lovers, the most interesting thing about Russian music is ethnicity, which is well manifested in folk and academic music. Until the 18th century, Russian music consisted mainly of church music, folk songs and music for dances. In the 19th century, Russia began making an original contribution to world music. Mikhail Glinka initiated the application of purely Russian folk and religious music to classical compositions. In the 20th century, the pressure of the Soviet authorities caused many musicians to leave the Soviet Union. [6] At the same period a musical underground of folk-oriented and rock groups formed. After Communism, much of Russian rock music lost the creativity of its underground period and tended towards imitating English groups in style. [5] Music in England, like other forms of culture, has a very long history. But, despite this, it did not stand out among other states and did not differ in a large number of composers. In the 19th century, England became the center of musical life. Many world-famous musicians come to this country on tour.

Modern music can already boast of its richness and diversity. In the 50s, rock and roll appeared in England. The British were among the first to get acquainted with the culture, which combined American country, African blues, as well as rhythm and blues. As a result, a new kind of rock 'n' roll has emerged, called the beat. [7] From the 60s, Russian musicians began to create their own bands and try to imitate their favorite English and American songs and styles. These bands played covers of The Beatles, Cream, Deep Purple, and many other American and British bands. [6] This is why most of the Russian music is based on English, and includes similar techniques and styles.

However, Russian songs are different from English ones, as the mentality is different. In modern Russian songs, it is customary to emphasize the vocal and leave the instrumental in the background, without paying the necessary attention to it. In English, there are loud vocals, but they are no louder than music, and this music is very melodic. The text content of the songs is very important, and in Russia it is in the first place, so many songs are relevant. That's why the music has a weak instrumental accompaniment, which sometimes goes by the wayside. In England, the songs are made better in terms of music, and the content is filled with dreams and sublime themes.

So, thanks to cross-cultural events, musicians from both countries have opportunities to exchange ideas, make connections and develop awareness or build on existing skills. [4] The Chkbns group, tried to create a work from sounds, people and instruments found in England. The work was called "Mass", which means a choral work with a sacred taste. It was important for her to try to relay the place and the situation and to exclude personal involvement. The text was collected from the phrases of passers-by, picked up by her during the residence.. It was a good experience, showing how important the place of music creation, the environment and the atmosphere are. [3]

Despite the fact that our countries have different traditions and tastes, music continues to unite Russian and English people. English music has established itself in Russia, and the English are fascinated by Russian motifs. This collaboration also provides an opportunity for cross-cultural meetings, and the language of music becomes common for both countries.

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### **Russian and English fairy-tales**

A fairy tale is one of the most popular genres in the world literature and the oldest kind of the folk art. Fairy tales of different nations have both similarities and differences due to socio-cultural characteristics between these two nations. Let's consider the most typical and popular Russian and English fairy tales.

The main types of fairy tales are:

Fairy tales about animals:

English: How Jack Went to Seek His Fortune, Titty Mouse and Tatty Mouse, Henny-Penny

Russian: The Little Straw Bull, the Little House, the Beanstalk [2]

Fairy tales about magic:

English: The Golden Arm, Molly Whuppie

Russian: Geese and Swans, Ivan and ChudoYudo[2]

Fairy tales about everyday life

English: Teeny-Tiny, Jack Hannaford, Lazy Jack [5]

Russian: Zhikharka, the Turnip

As we see, both Russian and English culture of writing fairy tales is the same. They have fairy tales about animals, magic and daily routine.

The usage of the means of expression:

The beginning of the tale

English: Once upon a time..., One day...

Russian: In the kingdom behind nine mountains... In the far-far-far-away kingdom

The end of the tale

English: They lived in a large house..., and with that, it vanished..., never saw again.

Russian: They all lived happily..., if they didn't die, then they still live today...

The beginning and the end are the traditional aspects for Russian fairy tales. They are usually absent in English ones. Russian tales are usually melodic, harmonious and smooth; this is possible by using the rhythmic phrases in the main parts of the tale.[4]

Epithets:

English: *Fairy tales are not so bright. The narration is smooth. There are rarely unexpected turns. These fairy tales narrate the information and state facts. The number of the means of expression is much less than in Russian tales. However, fixed expressions, rhymed remarks and songs about characters can make plots more entertaining and exciting.*[1]

Russian: Fairy tales are about events, daily routine and traditions, that's why different types of epithets are used. This technique helps fairy tales to gain melody and smoothness. Russian fairy tales are more lively, vivid and imaginative. *They have more epithets, fixed expressions, diminutive-affectionate suffixes and songs.*

Characters:

English: Characters in English fairy tales usually have such professions as farmers, peasants, merchants and brownies. They are rather passive and do not care about becoming famous, stronger or wiser, on the contrary, they try to avoid failure.[1] The character only observes the events that take place in the tale. English fairy tales teach a person to be smart, dexterous, calculating and cunning.

Russian: They are usually fictional and give the ideas of moral values – you have to be kind and responsive to other people. The main goal of the Russian fairytale character is to succeed in life, to defeat enemies, to become smarter or to get great wealth. Characters of English tales usually assess situations, while Russian characters rely on luck.[3]

All peoples in the world evolve and advance according to the general laws of history that is why their folk arts have a lot in common. However, the main features of fairy tales are connected with traditions of the area people come from.

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### **The final exams in the USA and Russia**

The American system of education relies on various specialized or "standardized" tests, which students must take in order to apply to a particular university or program. These exams offer universities a common basis for comparison of applicants.

Each year hundreds of thousands of American high school students prepare to enter colleges and universities in the United States.

The two most popular exams are the SAT and ACT, which test the applicant's abilities in English, mathematics, reading and science [3].

The SAT and SAT Subject Tests are a suite of tools designed to assess your academic readiness for college. These exams provide a path to opportunities, financial support and scholarships [4].

The SAT includes a Reading Test, Writing and Language Test, and a Math Test. The SAT has an optional essay component, which some colleges will require. SAT questions focus on skills that matter most for college readiness and success, according to the latest research.

1. The Writing and Language Test also focuses on command of evidence. It asks you to do things like analyze a series of sentences or paragraphs and decide if it makes sense.

2. The SAT Essay also tests command of evidence. After reading a passage, you'll be asked to determine how the author builds an argument to persuade an audience through the use of evidence, reasoning, and/or stylistic and persuasive devices.

3. The Math Test focuses in-depth on three essential areas of math: Problem Solving and Data Analysis, Heart of Algebra, and Passport to Advanced Math.

The SAT includes texts from this global conversation. The goal is to inspire a close reading of these rich, meaningful, often profound texts, not only as a way to develop valuable college and career readiness skills but also as an opportunity to reflect on and deeply engage with issues and concerns central to informed citizenship [5].

The ACT is an internationally administered, standardized test that helps universities to evaluate candidates for undergraduate study. The ACT consists of 4 multiple-choice tests – in English, Mathematics, reading, and science – with an optional writing test [6].

The English test is a 75-question, 45-minute test that consists of 5 essays, or passages, each followed by a set of multiple-choice test questions. Short texts and essays in different genres provide a variety of rhetorical situations.

The mathematics test is a 60-question, 60-minute test designed to assess the mathematical skills students have typically acquired in courses taken up to the beginning of grade 12. The material covered on the test emphasizes the major content areas that are prerequisites to successful performance in entry-level courses in college mathematics. A student may use a calculator on the mathematics test.

The reading test is a 40-question, 35-minute test that measures a student's ability to read closely, reason logically about texts using evidence, and integrate information from multiple sources. Specifically, questions will ask a student to determine main ideas, locate and interpret significant details, make comparisons and etc.

The science test is a 40-question, 35-minute test that measures the interpretation, analysis, evaluation, reasoning and problem-solving skills required in the natural sciences. The test presents several authentic scenarios, each followed by a number of multiple-choice test questions. The science test focuses on multidimensional assessment, with questions that assess science in concert with science skills and practice.

If a student registers for the ACT with writing, he or she will take the writing test after the 4 multiple-choice tests. His or her score on the writing test will affect a student's score on the multiple-

choice tests. The test consists of one writing prompt that describes a complex issue and provides three different perspectives on the issue [1].

As well as Americans, each year hundreds of thousands of Russian middle and high school students prepare to enter colleges and universities in the United States.

The two most popular exams are the OGE and EGE, which test the applicant's abilities in school subjects. Basic State Examination, often abbreviated to the OGE, requires the student to pass exams in two school subjects – in Russian and Mathematics. It is a compulsory examination that each student has to pass before graduating from the middle school [7].

Basic State Examination in Russian language consists of two parts – a written and an oral part. Firstly, students pass the oral part of the exam which is a 4-question, 15-minute test that requires students to read the text, to recall it, to make up a monolog and a dialog in one of the three themes. Secondly, students have to pass the second – written – part of their exam. It's a 3-question, 235-minute written test that requires student to write two essays and to analyze a text.

Basic State Examination in Mathematics is a 25-question, 235-minute test that includes two parts. A multiple-choice test and some tasks where a student needs to write down the solution [8], [9].

Unified State Examinations, often abbreviated to the EGE, is a compulsory examination that a student has to pass before graduating from the high school. Each university sets a minimum EGE scores that a student must achieve in order to gain admission. This is a standardized quantitative examination. Students have to pass only one exam in Russian language to graduate from high school. If a student wants to apply to a University, he must take one more exams in other subject required by the University.

The Unified State Examinations in Russian language consists of two parts. The first is a December essay or Final Essay which is a 235-minute essay in one of the five themes the students are required to write down. The second part of the exam is a 27-question, 210-minute test that includes 26 multiple-choice tests and an essay [2].

If student is going to apply to a University, he won't be required to pass an exam in Basic Mathematics.

As for other subjects, it's up to student whether he or she'll take an exam in field-oriented Mathematics, Physics, foreign languages and etc. [8].

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### **Russian and British volunteering**

People have always needed help and nothing changes from year to year. There are always those who need help, but not everyone responds to their call. There are always people who will not turn away from you in a difficult moment. Someone sends humanitarian aid to other countries, someone tries to help people from their city in any possible way, and someone creates entire volunteer groups. Volunteering is an activity that is aimed at providing gratuitous services to a person or group of people who are not relatives of the volunteer, without calculating the monetary compensation. This definition defines the value of volunteerism most accurately. Currently, volunteering is widespread in many English-speaking countries, but unfortunately, in Russia the situation is different, this type of social activity is not popular. That is why it is so required and important to understand the reasons for the popularity of this direction abroad and put in practice the foreign experience in our region and even in school. School is a vital stage in the social development of young people, and that is why it is required to make them understand the importance of volunteering in order to form a completely different generation of people.[2]

To understand the features of modern volunteer movements in Russia and Europe, you should refer to the history of volunteerism. It originates from ancient times. It is based on religious values ("love your neighbor"), which became the basis for the mass selfless work of religious communities. Gratuitous, altruistic labor is based on the historical phenomenon of mutual assistance of primeval people, the formation of social norms of solidarity for the survival of related groups and communities.

Volunteers play an important role in the life of society. In today's world, there are problems in different spheres of life which cannot be solved without the help of volunteers:

- AIDS prevention; promotion of healthy lifestyles;
- Conservation of nature and preservation of environmental cleanliness;
- prevention and control of smoking, alcohol and drug addiction;
- assistance to the elderly, disabled, orphans, the poor, migrants, refugees, homeless people and others who need material and moral support;
- improvement of streets, houses, green areas;
- Assistance to animals, maintenance of reserves and zoos;
- conducting educational talks with young people in order to prevent free sexual relations and teenage prostitution;
- Internet volunteering, an example of which is Wikipedia;
- assistance in the organization of charity concerts and various festivals;
- assistance to law enforcement agencies, medical personnel, rescuers;
- technical support.

Comparing volunteer movement in Russia and in the UK, there are some obvious differences between the Russian system of volunteerism and the Western.

Children's volunteering In Russia, you will not see children's volunteering because in the understanding of our society children are members of the community who need help. At the same time, it is forgotten that children are future citizens and the formation of a responsible civil society is impossible without the appropriate education of the younger generation. Children's volunteer activities can take the form of caring for the environment (for example, maintaining cleanliness and planting trees in the yard, cleaning water bodies), supporting a new student at school, helping the homeless.

There is a volunteer group "Donors to Children" in Moscow the participants of which organize club classes in the hematology department, children's competitions and trips to the theater. Moreover,

they have initiated fund raising to find bone marrow donors and medicines. They just come to play with the children and chat with their parents.

**Family volunteering** The reason of this movement in Great Britain, unlike in Russia, lies in the culture and education of future citizens in the spirit of family volunteerism. In the United States, there is even a Family Volunteer Day, which is celebrated on the Saturday before Thanksgiving. This event not only brings family members together, but also allows them to make a joint contribution to the development of the local community.[1]

**Inclusive volunteering** The only work to help the disabled in Russia is to make their life in the society easier. But often these people have a lot to share with us. In Great Britain, the process of including people with disabilities in full-fledged public life has long been practiced.[3]

An important role in the development of Russian volunteerism was played by the Abilimpics movement which promotes career guidance, motivation, quality education and successful employment of the disabled and.

At the heart of any volunteer movement is the old principle: if you want to feel like a person – help another one. Today, there are hundreds of thousands of volunteer movements around the world which aim at providing voluntary unselfish assistance for those who need it.

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### **The challenges of film translation from English to Russian**

Mass culture is a significant part of an average person's life and every day people deal with sources of it including films, music, television programs and radio shows. Cinema has an impact on every aspect of a person's life and it also has entered the profession of a translator. Translation demands a deep understanding of the rules of a language and the habits of the people who speak it. [2] It may be challenging to take into consideration both cultural and linguistical factors while translating a film and still end up with the original context.

There are certain types of translation which can be distinguished in two groups such as dubbing and subtitling. These two processes include localization of films into local languages. One specializes in an audio format and the other represents a text format. Dubbing is the translation of the audio into different languages whereas subtitling deals with making translated texts at the bottom of a film screen.

The most common aspects which make the translation of films difficult include slang, idioms, untranslatable words, cultural differences, phrasal verbs and humour. [3] Slang is an informal language which is often used by people who belong to a particular group. [4] It is the translator's job to come up with a slang that has the same meaning as the original one or end up doing a word to word translation which often changes the initial meaning. Idioms are considered to be difficult items to translate. They explain something by unusual examples or figures of speech. The meaning of these phrases is non-literal and cannot be predicted by the definitions of the words. The untranslatable words usually have no identical words in another language and translating them directly would change their original meaning. Cultural differences are also difficult items to translate. It becomes even harder when the translator is not a native speaker of a particular language and has to do a research for additional information about cultural features of a certain country. Phrasal verbs are tough to translate from English into languages that do not use similar constructions. Phrasal verbs are composed of a verb and a preposition, an adverb or both. The most challenging part of translation is that the phrasal verb gets a different meaning after one adds a preposition or an adverb. In case the phrasal verb has more than one explanation, the translator needs context to understand the right meaning and make an accurate translation. Humor is the most challenging task for translators because the sense of humor depends on the cultural background of people and the society they were brought up in. There is a direct relation between humor and languages because language and history belong to other people. Sometimes translators cannot transmit the amusing part because there is no identical wordplay in the target language. In other cases, the cultural background of an audience does not allow them to understand the humor. Puns are considered to be a common source of humour. Pun is a joke which is made by using a word that has two meanings. [4]

Some examples of how certain phrases from films are translated into Russian language can be given.

1) Translators should know how to translate jokes closely to their meaning in the original language and make it amusing in the translated version. There are two different examples of translation of the cartoon called "Star vs. Forces of Evil" to be compared. One translation was made by Disney Channel and the other by a translator Dmitry Syenduk. [1]

I knew you would like here. This place is full of squares. Many square characters groan.

Translation by Syenduk: Я знала, что тебе это место понравится, ведь тут скучно в квадрате.

Translation by Disney: Я знала, что ты оценишь, тут полно ботаников.

2) Star (when getting the results for a test): I got an 'F' for fantastic.

Marco: That is an 'F' for fail.

Translation by Syenduk.

Стар: Я получила кол, что значит колоссально!

Марко: Вообще-то, кол – это единица.

Translation by Disney.

Стар: Я получила Ф что значит фантастично!

Марко: Вообще-то Ф – это двойка.

3) What is that fresh of breath air?

Translation by Syenduk: Кто этот модрый долодец (добрый молодец)?

Translation by Disney: Кто этот ветерок нового дуновения?

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### **Foreign slang in Russian**

Slang is one of the most interesting linguistic systems of modern linguistics. Many researchers compare the concepts of slang and jargon. However, there are significant differences between them. First of all, jargon is used in specific social groups while slang is wide-spread among young people as youth often come up with new words, their own unique and understandable language.[3] Secondly, most young people try hard to become part of American and English culture and style using English-speaking slang.

Slang may express positive or negative emotions. For example, to express feelings of love towards someone, people use the phrase «to have a crush». The word «crush» is used in both Russian and English in the meaning of somebody you love. Friends can often call each other «bro» which came from the word «brother». It means that people have such a close friendship that they are willing to consider each other a part of their family. It makes speech expressive and vivid. As for emotional-negative slang, in most cases it refers to rough slang. The kind of this simplicity tends to reduce the quality of the human being and social significance. There are a few examples of obscene words in relation to a person: a loser – an unsuccessful person, a chicken – a coward, a deadhead – a boring person. [3]

Slang is characterized by briefness, emotionality and popularity. Phrases and words which are difficult to pronounce are often replaced by shorter ones as people prefer to speak briefly. For instance, the word «Sup» was made of a phrase «What's up». In Russian the word means «How are you» as in English. [5] In Russian, there is not always a short form of a word, so there is a borrowing of English terms. For example, black list is a list of persons or other entities that are denied a specific right, privilege or action, retail is a type of trading activity related to the purchase and sale of goods for their use for personal purposes, not related to the implementation of business activities, face-palm-cover is your face with your hand because of embarrassment (also used in the Internet memes).

The second aspect is emotionality. Everyday speech is quite expressive and contains almost no emotionally neutral vocabulary. Therefore, if you decided to learn English slang, you should clearly memorize what meaning each specific phrase has. For example, the word «Noob» means not just a newcomer, but a person who does not know how to do anything, asks questions and constantly complains about his failures without making any attempt to learn something. [3]

Thirdly, phrase or word has to be popular. Thanks to the Internet and TV, everyday English vocabulary is spread around the world at incredible speed. However, slang meaning is not always correctly understood. There are cases where replica of the main character from a movie or a line from a song has taken on a principally other meaning.[4]

People use English borrowing words because they are afraid of being ridiculed, that they will not be taken seriously, not only in everyday life, but also in business. For example, innovation is used instead of the word "новшество", and investment is used instead of «вложения». After using foreign words in speech, the status of a person rises. Borrowings expand the vocabulary of a language when ordinary words do not have an alternative in the native language, for example, marketing and realtor. [1]

All borrowings can be divided into two types: old borrowings related to the change in the political system of Russia, for example, terms that appeared with the development of cosmonautics (cosmonaut, cosmodrome, etc.). New borrowings enter speech by reinterpretation. This happened, for example, with words such as ivory which literally means the color shade; body came from the fact that this type of clothing fits exactly the body; leggings are fashionable glamorous gaiters; hoodie is a sweatshirt with a hood. [1]

All groups – it does not matter whether they are gamers, sportsmen, criminals – always create their own language to include or exclude people from the group. There are several kinds of slang such as sportsmen's slang, computer slang and slang of people working in television and so on.

It is typical of a sports language to use nouns (a pigskin that means a soccer ball; a punter is a person who hit the ball), compound nouns (a roundball is the second name of basketball; matchwinner is player who scores a winning goal), phrasal verbs (to huddle up that means make up your mind; to warm up is to flex muscles) and idioms (to be down and out is to be exhausted; to sand somebody to grass means to knock over). [2]

As for computer slang, people, especially young people, shorten almost all the words and phrases to abbreviation in order to chat online. They use short constructions to type messages more quickly and easily on social media. For instance, BTW means «by the way», AFAIK is «as far as I know», TTUL is «talk to you later», LOL is «laughing out loud» and so on. [7]

However, professional computer language is markedly different from user language. Equipment terms are also replaced by abbreviations, for example, HDD (hard disk drive), CPU (central processor unit) and WWW (World Wide Web). [7]

People working in television often apply metaphors and compound nouns. When the staff uses the word combination «a passion pit», they mean the car cinema, or the noun «off-net» in the meaning TV series which are sold to the syndicate. [2]

To sum it up, it is worth to say that slang is an essential part of people's life. Borrowings from English come to Russian with the advent of new technologies and phenomena for which no proper names have been developed in Russian yet. Moreover, slang is a way of bringing together different social groups and cultures.

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### **The folk crafts of Russia and England**

Each culture has own language and history. The world of things expresses the national spirit and the folk crafts are an ancient type of art, which were connected with the human civilization. The word “the beauty” has been reflected in the folk crafts of Russia and England.

The main crafts of Russia are painting dishes and other household items, ceramics, making wooden and clay toys, lace-making. In England, the most common crafts are wood carving and ceramics. Each folk craft of Russia and England has its own style which appeared due to the history of the country traditions.

Lacquer miniature is an art of painting. Masters make small images on papier-mache by hand and cover them with varnish. The main schools of lacquer miniature painting are: Fedoskino, Palekh, Kholuy, Mstera.

Fedoskin’s school, the oldest one, started the production of papier-mache snuffboxes when the artists used oil paints and metal powders that shone through the paint. A special technology of painting allowed things to get some extra volume. The main creations of Fedoskin's artists are landscapes, portraits, historical and fairy-tale themes.

Palekh’s lacquer miniatures distinctive features are a large amount of gold and bright colours on the black tone. There are many small details, clothes painted in gold, shapes and faces like icons. Then, an art group was created, which made own unique style of painting. Their creations present themes of folk festivals and songs, fairy tale and epic stories, as well as everyday scenes.

Mstera artists began to present the life of the Russian village in the lacquer miniature when the icons were almost forbidden. At the beginning, they painted wooden products using tempera. The masters followed by traditions of icon painting the artists avoided choosing the black tone and made the miniatures seem transparent. Mstera lacquer paintings are realistic in nature with a special understanding of art production.

The art of carving is associated with the people’s cultural level. Therefore, wood carving has own technique and style. In the ancient times, people considered the tree to be a link between a man and the sun. The abundance of forests made wood the most affordable and convenient material. Bogorodskaya carving was originated in the village Bogorodskoye more than 300 years ago. The main carving feature is the creation of moving toys from tree species: such as aspen, linden, alder. The carved toys reflect the scenes and motifs of rural life: a man and a bear are knocking hammers and chickens are pecking the grain. The finished items are not painted – so, this technique allows everyone to see not only the carving beauty but the natural beauty of wood.

In England as well as in Russia people are sensitive to the folk crafts traditions. There are many skilled craftsmen in England who specialize in various branches of folk crafts. The traditions of art pass down from generation to generation, having a significant impact on the development of modern decorative art in England.

Ceramics crafts are especially developed among English people because they have a plenty of clay in their regions. Ceramic dishes are covered with multicolored glaze - plates, jugs, and mugs are light brown or yellow in color. Their items present birds, animals and mythical creatures combined with geometric ornaments. The china products are distinguished by smooth lines a lot of details and elegant floral motifs. Also, a type of fine ceramics was firstly invented in England - such products are famous all over the world and they still decorate the mantelpieces every English home.

An old form of English folk art is a wood carving: massive oak chairs, benches, chests of various styles and sizes are covered carvings mainly geometric ornaments (rosettes, rhombuses, woven circles, flowers, leaves, etc.). The wood carving masters made sculptures of various sizes and shapes, usually

human figures or animal heads. Besides, the surface of the wood figures is covered with carvings of spirals and plant patterns. They were widely used to decorate the facades of English rural houses. Small wood products are carved sticks and smoking pipes are the traditional English souvenirs.

The role of folk crafts is to unite peoples. Annual international craft festivals are a great contribution into this activity.

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### **Особенности культуры англоязычного мира через призму сериалов**

Телевизионные сериалы дают возможности для знакомства и изучения национально-культурной специфики представителей иных стран и даже континентов.

Культура - это продукт совместной жизнедеятельности людей. Она динамична, имеет тенденцию к самообновлению, является транслятором социального опыта, помогает человеку объединиться с природой. Культура по-особенному влияет на жизнь самого общества и каждого индивидуума, стремится выступать в качестве средства своеобразного укрепления в развитии человеческого общества и внутреннего мира каждого.

Языковая картина мира представляет различного типа элементы мировидения того или иного народа, его историю, традиции, природные и социальные явления и выступает в качестве связующего звена между культурой и сознанием народа.

Королевство Великобритании состоит из нескольких исторических провинций. Каждая из них отличается своими традициями, языком, обычаями. Англичане считаются крайне гостеприимными и доброжелательными людьми. Великобритания имеет богатые национальные обычаи, однако ярко выраженного национального костюма страна не имеет.

Американцы - достаточно законопослушный народ, для которых законы и власть не является пустым термином из словаря. Американцы представляют собой нацию совершенно самостоятельных и независимых людей. Американцы очень жизнерадостные люди, хранят давние традиции.

Телевидение сегодня становится практически главным источником распространения общечеловеческих ценностей, поскольку оно может по-своему влиять на сохранение родного языка, традиций, обычаев народов. Мир телевизионных сериалов, как и телевидения в целом, нередко играет значительную роль в формировании различных точек зрения, а также стереотипов по отношению к другой нации, другому менталитету, чужим традициям и обычаям.

“Midsomer Murders” - британская телевизионная детективная драма.

Одной из особенностей сериала являются съемки в буколическом английском графстве. В сериале нередко обыгрываются элементы, которые напрямую можно связывать с английским миром. Например, некоторые виды спорта возникшие в Великобритании(крокет). Другой пример из того же сериала, национальные традиции англичан, проживающих в местах удаленных от города, остаются верования в привидений или духов, существующих в замках или аббатствах.

В Великобритании ставится немало фильмов, которые основаны на классической литературе. Если рассматривать также исторический пласт в телесериалах, то в нашем исследовании мы хотели бы остановиться на двух сериалах «Полдарк» и «Виктория».“Poldark” - британский исторический телесериал. Телесериал достаточно интересный, благодаря искусно вкрапленным подлинным историческим моментам с использованием местного языка (корнуэльский и корнваллийский) что практически не употребляемый [2:77].

С точки зрения английской истории и множества британских традиций, интересным является сериал «Виктория». Сериал рассказывает о ранних годах правления королевы Виктории, начиная с ее восхождения на престол в 18-летнем возрасте. Множество эпизодов в телеработе основаны на реальных исторических фактах. Особое внимание - британской политической системе.

В Великобритании производится немалое количество телесериалов, охватывающие различные сферы жизни британцев. При этом многие из них обладают важным достоинством –

качественной постановкой и передачей подлинной атмосферы английского мира, независимо от столетия.

США заслуженно считается лидером современного телерынка. Американское телевидение начало свое телевидение уже в 1939 году.

Сериал “Timeless” (2016-2019) - американский фантастический сериал.

Данный сериал представляет разнообразные особенности, отображающие именно культурную специфику, а также традиции и устои жителей северного американского континента. Отличительной чертой которых менталитет американцев, является их патриотизм.

Сериал “American Horror Story”(2011 – по наст. время) - американский сериал, сделанный в жанре ужасы. В американской семье воспитанием детей занимается и отец, и мать, ребенок - полноправный член семьи, он имеет право голоса на семейных совещаниях. В этом сериале важной проблемой является проблема супругов, вечные вопросы что есть хорошо, а что есть плохо, любовь и моральные терзания.

В третьем сезоне телесериала «Американская история ужасов» огромную роль играет город Новый Орлеан (New Orleans). Само место является достаточно интересным с точки зрения культурологических особенностей территории, поскольку город вобрал в себя культуру и национальную специфику разных народностей проживающих в штатах.

Сериал “Grey’s Anatomy”(2004-2019) - американский телесериал.

«Анатомия страсти» - был создан Шондой Рэймс, которая непременно хотела написать материал о самоотверженности и мужестве врачей, сильных духом и характером. Сериал базируется на медицинской тематике, в нем можно найти познавательные факты из медицины и социальной политики, которая существует в Соединенных Штатах. Сериал ярко показывает различные стороны американской медицины со всеми ее проблемами, осложнениями, но также и хорошо продуманной системой обслуживания.

Сериал “Supernatural” (2004-2019) - американский фэнтези телесериал.

Немаловажной особенностью в данном сериале представлена жизнь самих американцев. Поскольку, в силу сюжетных причин, героям необходимо постоянно перемещаться по стране, персонажи пересекают значительное количество территории разных штатов. Каждый штат и город всегда хранит в себе свои исторические факты и культурные особенности, множество традиций и легенд.

Для того чтобы лучше представить особенности той или иной культуры, менталитета, обычаев, традиций представителей других стран, существует немалое количество способов для познания и изучения. При этом наиболее популярными возможностями для знакомства и изучения чужой национально-культурной специфики является использование телевидения и интернета [3:181].

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### **Cross-cultural communication**

#### **Digital art**

The term 'digital art' was first used in the 1980s in connection to an early computer painting program. It is a method of art-making that lends itself to a multimedia format because it can be viewed in many different ways, including on TV, on the Internet and on computers. In short, digital art is a sort of merger between art and technology [5].

Since digital art originally appeared in America, a lot of terms and programs were borrowed by Russian artists. For example, the Russian art community uses program “Adobe Illustrator”, that was created by American company “Adobe Inc.”, to create their work. Moreover, most of the terms which are used by Americans, are used by artists from Russia as well, such as “commissions”, “request”, “trade”. For example, a “commission” means the act of requesting the creation of a piece, often on behalf of another, artwork may be commissioned by private individuals, by the government, or businesses [7]. Thanks to borrowings, Russian artists can easily communicate with English ones and collaborate.

The most popular online art community featuring artwork and photography is DeviantArt, which was created in America, is used in many countries, including Russia. Founders said that they believed that art was for everyone, and they were creating the cultural context for how it was created, discovered, and shared and their team was made up of diverse and talented individuals from all over the world [1]. At the moment, this is the most famous platform for artists, where they have an opportunity to communicate with each other in English language for trade or commissions, despite different countries. The website is also divided in small group on specific topic (drawings with animal, photos from Russian popular places, portrait drawings).

Social media turns communication into interactive dialogue, allowing for the creation and exchange of providing a structure for people to get organized, exchange and collaborate. Social media allow for interaction on a global scale, make it possible for users to add content or commentary and to form groups quickly. At the moment, some of the social media tools with which Russia and America are most familiar are: online social networks (Facebook, MySpace, etc.), blogs, micro-blogs (Twitter, etc.), sharing sites (YouTube, Flickr, etc.), podcasts, wikis (Wikipedia, etc.) and widgets/apps such as those available for mobile devices [6, p.13]. They help bring audiences to performances and to artworks by matching art to people who are looking for it, they provide a platform to create art and to engage in debate and dialogue around communities of interest and they give organizations tools to listen to the public and build arts awareness.

In conclusion, it is important to say, that there is the value of art, especially, digital art, which can be found in many artworks that have universal appeal. Digital art is a relatively new direction in art, that is why the most active interaction between America and Russia is taking place at this moment, which is associated with the interplay of new methods of art and terms, which are used worldwide. These pieces communicate feelings and ideas that are universally perceivable and enchant the sensitive observer, and can influence the affairs of nations by bringing into relief ennobled visions that draw together imagination, intuition, and objectivity [4].

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### **Idioms and sayings in the English and Russian languages**

«Idioms are a colourful and fascinating aspect of English». [2, с.7] There are many capacious idioms and sayings that describe the character and propensities of a person. And sometimes no adjectives can describe a person's character as fully as idioms. Let's take a look at the most commonly used ones.

All sugar and honey. Sugar and honey are delicious, but only in moderation. In large quantities, they are sickly sweet. This expression can be used when you describe people who are sugary to disgust. In the Russian language there is no special phrase for this character feature. E.g. I don't want to invite him on my birthday! He annoys me, he is all sugar and honey!

To wear one's heart upon one's sleeve. In the Russian language there is an expression which is very close in meaning: «Душа на распашку». It is believed that the author of «wearing a heart on his sleeve» is Shakespeare, who first used this expression in one of his plays.

As slippery as an eel. This expression means that someone is cunning and he manages to get out of the water dry. In the Russian language there is similar idiom: «скользкий тип» or «не лыком шит». E.g. They suppose that I'll fail. But they don't know me, I'm slippery as an eel.

As true as steel. This means that the person is reliable, faithful and purposeful. In Russian literature there is such a work as «Как закалялась сталь» and it is not about metal but about a strong-willed person. E.g. I am really proud of my dad. He suffered much privations, but always was noble and honest. He is as true as steel.

Man of his word. It is said about people who know how to keep their word. People who are respected and honored in any society are called this way. E.g. She claimed that she gets married only to man of his words.

Tied to your mother's apron strings. This expression does not mean anything good. People say «a man is tied to his mother's apron» if they think that he is a mattress, a mama's son, a sucker or a slob. This idiom applies to men.

A wet blanket. **Someone who does or says something that stops other people from enjoying themselves. E.g. I don't want to be a wet blanket, but you really must play your music more quietly or you'll disturb the people next door.**

An eager beaver. If a person works very hard, he is likely to be called an eager beaver. This means that someone is hardworking, diligent and persistent in his business. E.g. Who is the eager beaver who came in at the weekend to finish this work off? [2, с.110]

Be a nasty piece of work. It is frequently said about somebody very unkind and unpleasant. E.g. He's a nasty piece of work, is Carl. I'd avoid him if I were you. [2, с.266]

Not be all there. This expression is used predominately in informal speech. A person is called this way if he is slightly crazy or insane. E.g. Some of the things she said made me think she's not quite all there.

A couch potato. A person who lives a sedentary lifestyle may colloquially be known as a «couch potato». **In special cases, it is someone who watches a lot of television, lies on the sofa and takes little or no physical exercise. E.g. We have heard a great deal about the ascendancy of the «couch potato» society in recent years.**

A jack of all trades. Someone who has many skills and abilities or who does many different jobs. E.g. Bill can do plumbing, carpentry, or a bit of gardening – he's a jack of all trades, really. [2, с.207]

Thus, there is a great amount of astonishing various idioms which contain their own special meanings that reveal some details of the personality's character and are used in certain situations to emphasize one thought or opinion during communication.

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### **Лингвокультурологический образ Нью-Йорка и других американских городов**

Понятие «культура» происходит от латинского «cultio», что исходно означало «возделывание земли». С тех пор это понятие наполнилось разными коннотациями многих смежных областей знаний, оставаясь одним из фундаментальных и одновременно сложных феноменов современных гуманитарных наук. Язык, в свою очередь, можно рассматривать как сложный феномен человеческой жизни, как средство категоризации и концептуализации картины мира в сознании индивидов и закреплении ее в коллективной памяти этноса.

Город как объект анализа является полиинформативным для исследователей разных дисциплин, в частности лингвистов. Он формирует свое речевое пространство, а результатом речевой деятельности его жителей является городская речь, или городское наддиалектное образование, что занимает промежуточное место между диалектом и литературным языком.

Современный научный процесс представляет распространение и утверждение урбанистики как универсальной многоаспектной темы во многих дисциплинах, а урбанолингвистика сегодня составляет приоритетное направление лингвистических исследований.

Понятие «текст города», которое ввел в научный оборот В.М. Топоров на примере Петербургского текста, развилось в общее понятие городского текста и сегодня составляет важный, неотъемлемый компонент понятийной парадигмы многих современных наук, в частности современных лингвистических исследований. Восприятие и анализ городского вещания также происходит через текст.

Со времени появления первых городов их основная функция заключалась в защите населения от внешнего врага. Существенный и отличительный признак понятия «город» – ограждение, охрана, своего рода гарантия защиты от возможной опасности.

Объединяет все пять теорий города общая методология – социальное назначение функций города.

Будучи составной частью лексики языка, топонимические названия, как и личные имена людей, имеют вместе с тем ряд существенных отличий от всех лексических групп, что позволяет говорить об определенной автономности топонимических названий внутри словарного состава языка.

Историческая обусловленность географических названий заключается в том, что они уже имеют свою «предысторию» в лексике и социально-экономических условиях жизни народа, поэтому их появление на определенном этапе исторического развития общества не случайно.

Каждая историческая эпоха характеризуется своим топонимическим словарем. Исторический анализ дает большой вклад в этимологию географического названия, что позволяет нам, лингвистам, сосредотачивать свое внимание на мотивации. В то же время для историка важна не лингвистическая сторона названия, а топоним – как источник истории заселения того или иного края, последовательность изменения топонимов и причины их возникновения.

Начиная с конца 19 в., топонимы подвергались попыткам различных классификаций многими учеными. По лексико-семантическим критериям топонимы делятся на основе того, в каком отношении они находятся со своими апеллятивами. Топоним может быть представлен: оронимом, хоронимом, урбанонимом, дримонимом, ойконимом, гидронимом, агронимом, дромонимом. Кроме того, топонимы делятся по степени номинации. Выделяются первичные, или же те, что происходят от общих названий, и не первичные, апеллятивом которых являются другие элементы ономастикона.

Все ученые пытаются предложить свой принцип классификации, принимая во внимание лингвистические и экстралингвистические признаки.

Важно обратить внимание на вопрос разграничения понятий топоним и ойконим. Отечественная наука широко применяет термин ойконим, который употребляется в славистике, для обозначения только названий населенных пунктов.

Исследование топонимической лексики может происходить как диахронически, так и синхронически. Диахроническими исследованиями занимались Е. Ekwall, А.Н. Smith, К. Cameron, Р. Reaney[2:1620].

В последнее время заметно возросло внимание лингвистов к использованию имен собственных в рамках лингвокультурологического подхода. Иногда чаще, чем в своем прямом значении, топонимы используются в художественной литературе в различных переносных значениях.

Коннотативная способность топонимов является важным фактором, что сближает свойства имен со свойствами нарицательных. Коннотативная топонимика формируется в контекстах, имеющих эстетическую направленность при выполнении топонимической лексикой оценочно-характеризующей функции.

Особый интерес для ономастики представляют многочисленные, зафиксированные в разных языках топонимические перифразы. Одной структурной основой для топонимного перифраза стали официальные топонимы, которые находятся в разных местах типа Ростов и Ростов-на-Дону. По этой модели созданы топонимные перифразы Вавилон-на-Гудзоне (г. Нью-Йорк), Вавилон на Сене (г. Париж) и т.д. [1:327].

Среди крупнейших городов мира, которые собирают в себе потоки различных энергий, Нью-Йорк занимает особое место. Во-первых, это город, который никого не оставляет равнодушным с положительной или отрицательной стороны. Во-вторых, город является уникальным с точки зрения его архитектурного пространства. В-третьих, Нью-Йорк – это город-фронтир, который для многих становится пунктом трансфера до Нового света. В-четвертых, Нью-Йорк с его постоянным движением вверх воплощает в себе аксиологическую систему всей страны. В-пятых, образ этого города настолько растиражирован современными медиа, что они образуют круг стереотипов, лишая его живого дыхания[3:544].

Широкоизвестная легенда гласит, что джаз родился в Новом Орлеане. Обоснованность этой легенды в последнее время ставилась под сомнение рядом историков джаза, в частности Россом Расселлом. Джаз действительно возник в Новом Орлеане, в его бедных кварталах и пригородах, и потом распространился по всей стране. Новый Орлеан был весьма своеобразным американским городом. Веселый, шумный, пестрый, он выделялся среди других городов своей музыкальностью и поэтому давал темнокожим жителям больше возможностей для самовыражения, чем любой другой город на Юге США. С точки зрения джаза особенно важен тот факт, что в Новом Орлеане существовала уникальная субкультура темнокожих креолов.

Креольская культура – предмет малоизученный. Креолы – это люди французского и испанского происхождения, но родившиеся в отличие от иммигрантов в Америке. В Новом Орлеане и на побережье Карибского моря креолами называли потомков первых поселенцев, и они гордились этим. Но после присоединения к США стали появляться так называемые американцы, которые со временем приобрели власть и влияние. Креолы чувствовали себя все более ущемленными. Позже появились креолы-мулаты с различным цветом кожи.

Таким образом, Новый Орлеан, как топоним, ассоциируется с музыкой, джазом, креолами и духом прежде колониальной Америки.

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### English borrowings in sports terminology

Sports have a crucial role in people's lives. People are beginning to pay more and more attention to a healthy lifestyle and sports. Thus, sports vocabulary makes up a vast and diverse layer of words in the modern Russian language. There are new sports, so more and more often we come across foreign words in this area. Nowadays, many English borrowings are used in the Russian language. All borrowed terms from the field of sports can be divided into the following groups:

1. The name of sports (paintball, rugby, golf).
2. The name of the athletes (diver, paintball player, fighter).
3. The name of the sports equipment (skate, kite).
4. The name of sportswear (boots, kimono).
5. The name of the sports ground, its parts (court, foul line).
6. The name of situations / positions in the game (strike, playoffs).
7. The terms from the rules: the name of errors and violations (penalty, handicap).
8. The name of movements, techniques (freestyle, hook).
9. The name of the competition and its parts (motor rally, stop-style).
10. The name of the drugs (anabolics, steroids, doping). [2]

The number of English borrowings in sports vocabulary has always been very high. This is explained by the fact that England is homeland to most sports games and sports. Linguists call words that come from the English language Anglicisms. The younger generation very often uses foreign language sports vocabulary in everyday life. New names for youth sports, movements and directions have appeared over the past few years.

Consider the most popular sports.

#### Paintball

Paintball (Eng. Paintball-a ball with paint.) is a sports team game in which players try to eliminate opponents by shooting each other with balls of coloured dye. The balls of dye (called "paintballs") are shot through a device called a paintball marker (or paintball gun). The marker consists of a marker itself, a gas and a capacity for balls feeder (eng. feeder), loader (eng. loader) and hopper (eng. hopper). Athletes are called paintball players. Special sportswear is jersey. [4]

#### Football

England is the birthplace of football, so football terminology originated in the UK.

English football borrowings can be divided into the following groups:

1. Names of sports: football;
2. Names of athletes and staff: winger, inside, kicker, linesman, sweeper, striker, etc.
3. Names of technical elements, movements, techniques, states and positions: pass, corner, dribbling;
4. The names of errors, violations, penalties: penalty (penalty), foul.

Football terms are formed:

- from the basis of the word: out, back, boots, handicap, goal, inside, corner, coach, leader, match, pass, penalty, referee, standard, foul, forward;

- using suffixing: wing + er, dribble + ing, press + ing,

- using adding basis: out + side, line + man, over + time, off + side, time + out, foot + ball.

- using addition and suffixing: out + side + er, goal + keep + er, play + make + er.

- by adding the basics of words from different languages: anti-football (from the Greek anti (against) + English football) is an unfair game. [3]

Frequently used borrowings include:

Hat-trick is an occasion when a player scores three times in the same game, or when someone is successful at achieving something three times. [1]

Penalty is a punishment, or the usual punishment, for doing something that is against a law. [1]

Back is a football player who carries the ball from the line where the play starts. [4]

Offside is in a position that is not allowed by the rules of the game, often in front of the ball. [1]

Skateboarding

Skateboarding is an action sport that involves riding and performing tricks using a skateboard (Eng. skateboard), in abbreviated form - skate, as well as a recreational activity, an art form, an entertainment industry job, and a method of transportation. A person riding a skateboard is a skateboarder, or skater. Skating styles: flatland, freestyle, nub skateboarding.[3]

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### **Borrowings from English to Russian in professional sphere**

The Russian language has always been open to borrowings from other languages. Popularization of the Western culture caused penetration of numerous borrowings from Western European languages, mostly from English. [2]. Borrowing increases the lexical richness and also serves as a source of new roots, word-forming elements and precise terms. [6] In the era of globalization and development of information technologies such an influx of new terms is inevitable.

The sphere of human activity has expanded our vocabulary – the terminology of computer technology developed on the basis of the English language was easily supplemented with new words. These words are used by people using computers, and these borrowings are gradually moving from the professional sphere into everyday speech. [2] Computerization has led to the fact that in the Russian language, along with the words professionalism, there is a kind of computer slang: [4] IT programmer, web designer, web programmer, tester, copywriter, system administrator. Other borrowings are:

1. Web designer is a person of a creative profession, combining the skills of an artist, programmer and creator.
2. Web programmer is a specialist who develops websites and various Internet applications.
3. Copywriter is a person who writes text for the purpose of advertising or other forms of marketing.
4. System administrator, IT administrator is an employee whose job responsibilities include ensuring the regular operation of computer equipment, network and software.

In business and financial sphere, the following borrowings are used: office manager, HR manager, researcher, head hunter. Other borrowings include:

1. Marketing is the organization of production and marketing of goods and services based on the study of market needs. A marketing specialist is called a marketer.
2. Crowdfunding is financing new interesting ideas with money or other resources by a large number of people on a voluntary basis, usually via the Internet.
3. Networking is the establishment of business contacts, the creation of a network of useful acquaintances for work.
4. Know-how is the technology or the secret of production which allows you to create a product or service in a unique way.
5. Price list is a list of prices for products and services of a particular company.
6. Startup is a newly formed company that builds its business on the basis of innovative ideas or technologies.
7. PR (public relations) is the activity of creating an attractive image of someone or something through the media. [1], [5]
8. Helper is a store employee who helps customers navigate the product range, provides information about the product, and also deals with its packaging.
9. Supervisor is a person who organizes the work under a certain program, supervising the correctness of the execution of such a program.
10. Trader is a person who specializes in securities (currency, precious metals) and takes part in exchange trading.
11. Merchandiser is a person specializing in the promotion of goods in retail trade whose duties include attracting the attention of visitors to a particular product, promoting and tracking the availability of goods.

Words used to name professions related to dealing with people are:

1. Headhunter is a person who tries to persuade someone to leave their job by offering that person another job with more pay and a higher position.

2. Receptionist is a person who represents the company and answers the questions about the company's activities.

3. HR manager is a specialist in the personnel management of a company. The HR manager is engaged in selecting and hiring employees, their development and motivation, develops payment and bonus systems.

4. Researcher is an assistant HR manager whose responsibilities include actively searching for and inviting candidates for an interview.

Foreign borrowing is a common and normal phenomenon for the development of any language. As a result of cultural, political and economic ties between states, local realities that have their own names are exchanged. [5] Foreign borrowings are convenient to use in speech, sometimes one concept can replace an entire expression in Russian, and foreign borrowings expand the vocabulary of the language.

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