study – linguistic, which focuses on the inner structure of the surnames, and social-linguistic, which focuses on the social-linguistic phenomena of the personal names.

The originality of the article under review lies in the fact that it was in several ways fully scientifically proved that the medieval system of surnames must be regarded as the linguistic material of investigation of Middle English vocabulary.

In conclusion the author strengthens the point of view that the social-linguistic and linguistic value of the Medieval surnames as well as three aspects of the surnames – linguistic, social and historical – made it necessary to include the Mediaeval surnames, especially the names of occupation and office, into the essential list of material for further linguistic investigation the Middle English vocabulary, which will obligatorily give the valuable quantitative and qualitative increase in the results of such a study.

Keywords*: Middle English, proper names, surnames*

PROCESSES OF ASSIMILATION OF ENGLISH BORROWINGS IN MODERN UKRAINIAN

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Abstract. *Paper deals with processes of assimilation of English borrowings in Modern Ukrainian. The term "anglicism" is typical of these borrowings. The topicality of the paper lies in the problem of the correct adaptation and assimilation of new anglicisms in the bulk of the Modern Ukrainian language. These processes are described and analysed on each linguistic level, in particular phonological, morphological, lexicological, syntactical, semasiological. The data are based on the internet resources and every day speech. Linguists' opinions on this issue are diametrically opposed. Thus, some of them emphasize that this stream of words doesn't give any stability to the Ukrainian language and violates its linguistic identity, but the majority of scholars, on the contrary, think that many anglicisms could represent an opportunity Ukrainian to become a language of global communication.*

Keywords: *anglicism, assimilation, adaptation, transcribing, transliteration, transformed anglicisms, calques, linguistic levels*

Актуальність (Introduction). When words migrate from one language to the other they adjust themselves to a new environment and get adapted to the norms of the recipient language. They undergo certain changes which gradually erase their foreign features, and, finally, they are assimilated.

The fate of the English words in the system of the Ukrainian language is not the same. Evolution of borrowings in the new language system takes place in accordance with the standards of the Ukrainian language on the phonetic, graphic, grammatical and semantic levels. It is determined by their ability to be assimilated in a new linguistic

situation with a purpose of a more harmonious integration by people of different social layers.

The **topicality** of the paper lies in the problem of the correct adaptation and assimilation of new anglicisms in the bulk of the Ukrainian language.

Аналіз останніх досліджень та публікацій (Analysis of recent researches and publications). The complex processes in the modern Ukrainian language connected with the rapid influx of borrowings (mainly English) are commented by national linguists in a different way. From one hand such researchers as D. Barannyk, O. Styshov emphasize the approach to the world achievements in the socio-political, economic, administrative, trade areas through the processes of assimilation of borrowing words and from the other hand some linguists are against this global linguistic phenomenon. Thus, A. Zahnitko says that this stream of words doesn't give any stability to the Ukrainian language and violates its linguistic identity.

A great number of national and foreign linguists are famous for their works in the field of classifications of **anglicisms** and lexicography. They are B. Azhniuk, E. Volodarska, K. Demchenko, H. Prykhodko, Dzh. Krystal, T. Rudakova, T. Maystruk, A. Diakov and others. Linguistic researches of foreign and national scholars also have focused on diversifying the study on the aspects of English borrowings. Thus, S. Ryzhikova, A. Doloh, I. Kamynin, A. Zelenin have tried to give anglicisms a common characteristic. B. Singalevich, N. Popova have considered the mentioned above issues from the semantic point of view. I. Kulynych, Ye. Kozyr, O. Doloh, L. Kysliuk have systematized the processes of development of the English vocabulary in the Ukrainian language and its word-formation potential. The use and impact of English borrowings on the culture of speech have been studied by M. Karanskaya, T. Zohoruiko, I. Farion, T. Kyiak, H. Shapovalova. M. Kyrylenko, S. Fedorets have studied anglicisms in certain areas, in particular, in the language of advertising. Anglicisms in the media language have been analysed by V. Liesnova, O. Yolkina, N. Bosak, V. Pecherska. There have been also attempts to consider the functioning of anglicisms in the works by S. Formanova, T. Zhurova, M. Kyrylenko. But the issues of functioning of anglicisms and their role in the development of Ukrainian are still a great concern.

Мета (Purpose). The purpose of the paper deals with the detailed analysis of the processes of assimilation of English borrowings in the modern Ukrainian language on the basis of internet mass media. The object of the research is anglicisms of *political and scientific discourse of internet resources.* The subject of the research is the processes of assimilation of anglicisms in Modern Ukrainian.

Методи (Methods). The object and the subject of the research have emphasized the specific tasks and methods of the paper, in particular, descriptive, comparative, contextual, structural, semantic methods, componential analysis.

Результати (Results). According to the Dictionary of Historical and Comparative Linguistics, lexical borrowing is the transfer of a word from one language into a second language as a result of some kind of contact between speakers of two languages [10, p.132].

Anglicism is a word or phrase borrowed from English into a foreign language [8].

The term anglicism was first used in the 17th century and refers to a linguistic characteristic of English used in another language (cf. OED). Anglicism also describes English syntax, grammar, meaning, and structure used in another language with varying degrees of assimilation. Americanization of language through the import of words and expressions in English is described by Beyrer as "a veritable avalanche that cannot be stopped" [9].

When a word has been borrowed, it becomes integrated into the receiving language with varying extent. There are different classifications of processes of adaptations of anglicisms in the recipient languages.

Görlach distinguishes three main degrees of acceptance:

• The word is fully accepted – either the word is not (or no longer) recognized as English, or is found in many styles and registers, but is still marked as English in its spelling, pronunciation or morphology.

• The word is in restricted use.

• The word is not part of the language – it is either a calque or a loan creation, or mainly known to bilinguals, or used only with reference to British or American contexts [11].

Assimilation is used to denote a partial or total conformation of a borrowed word to the phonetical (graphical and morphological standards and the semantic system of the receiving language. According to the form of entry into the receiving language anglicisms are described in the following terms of graphic adaptation "transcribed", "transliterated", "loan translations or calques", "transplanted", "transformed" and "combined"[2].

In the process of *transcription* the visual representation of speech sounds is transferred. Phonetic and graphic assimilation are considered to be the first step of adaptation of borrowings into the system of the receiving language.

From the point of pronunciation phonetics of the giving language is used. Later English pronunciation starts adapting standards of Ukrainian pronunciation. If there are no identical sounds, English phonemes are substituted by similar ones which in most cases are transcribed in Cyrillic. For example, the most frequent words are *land and city* (based on the names in Dnipro): Диволенд, Ігроленд, КнигоЛенд, МебліCITY, АКВА СІТІ, ТЦ «МОСТ-СІТІ», рекламна агенція ТОП СІТІ, туристична агенція «Тур-сіті» [5, p.227].

In Kyiv we can emphasize the following names, for examples: ТРЦ «Дрім Таун», ТРЦ «Оушен плаза», ТРЦ «Блокбастер», ТРЦ «Скай молл», ТРЦ «Арена Сіті», ТРЦ «Мега Сіті», ТЦ «Палладіум Сіті».

Transliteration is one of the most complicated issues of the process of borrowing. In contrast to transcription it deals with the transfer of signs from one language to the other one.

The word *transliteration* comes from Latin transliteratus (trans- "across" + littera "letter"). *Transliteration* is the method of representing letters or words of one alphabet in the characters of another alphabet or script. It's difficult to trace all the cases of transliteration which influence the universal rules of transliteration. Nowadays linguists have formulated principles of transliteration. It implies the transfer of graphical form of the word, but not the phonetical one. There is an interesting fact that is connected with the parallel use both of the linguistic phenomena in the receiving language. Transcription and transliteration are the most laconic ways of translation. They convey the word additional connotations of originality and uncommonness. We may highlight that a transliterated variant is treated as a colloquial variant of some negative connotation. Thus, the following examples are typical of cinematography: Benjamin – Бенджамін (transliteration) or Бенджамен (transcription); Daniel – Данієль (transliteration) or Денієль (transcription); Caleb – Келеб (transliteration) or Кейлеб (transcription); Aaron –Арон (transliteration) or Єєрен (transcription).

Phonographic variants of equivalents of foreign proper names are conditioned by features of audio and written transformations of anglicisms and rules of their borrowing into the system of the receiving language.

Transformed anglicisms presuppose some changes in the structure of anglicisms to imitate Ukrainian words and word combinations through the addition some letters which don't exist in English or substitution transcribed or transliterated English sounds and letters for "funny" Ukrainian ones. These transformations are typical of computer and youth jargons. For example, Федорина горі (Fedora Core), Піжамкер (Pagemaker), Аутглюк (Outlook), Шаровари (shareware).

The following type of the anglicisms is a calque. In linguistics, a calque or loan translation is a word or phrase borrowed from another language by literal, word-for-word, or root-for-root translation.

Proving that a word is a calque sometimes requires more documentation than does an untranslated loanword, because in some cases, a similar phrase might have arisen in both languages independently. This is less likely to be the case when the grammar of the proposed calque is quite different from that of the borrowing language or when the calque contains less obvious imagery.

One system classifies calques into five groups [12]: the semantic calque, where additional meanings of the source word are transferred to the word with the same primary meaning in the target language;

• the phraseological calque, where idiomatic phrases are translated word-for-word;

• the syntactic calque, where a syntactic function or construction in the source language is imitated in the target language;

• the loan-translation, where a word is translated morpheme-by-morpheme into another language;

• the morphological calque, where the inflection of a word is transferred.

Each language level is rich in examples. We highlight the following levels:

1. Graphical level.
2. Morphemic level.
3. Level of words.
4. Level of word combinations.
5. Level of clauses.

A graphical level is illustrated by transliterated words. *A morphemic level* is characterized through morphemic translation of English borrowings into Ukrainian, for example, *skyscraper –хмарочос, workaholic – трудоголік, alcoholic– алкоголік.*

Among *words* we focus our attention on the following data: *A computer mouse – комп'ютерна миша, air cusion – повітряна подушка, barter – бартер, brand – бренд, briefing – брифінг, casting – кастинг, chat –чат, discount – дисконт, hacker – хакер, lifting – ліфтинг, link –лінк, mall –молл, online –онлайн, site –сайт, talk-show –ток-шоу, thriller –трилер, top –топ, workshop – воркшоп, etc.*

Word-combinations can be illustrated by the following examples: *gold quota – золота квота, free trade zone – зона вільної торгівлі, currency basket – корзина валют, bad loan – просрочена позика, sister company – сестринська компанія, brain gain – приплив мізків, brain drain – витік мізків, iron curtain – залізна завіса* [7].

Full names of some organizations are translated word-for-word from English into Ukrainian: *COI – Strategic Defense Initiative– Стратегічна оборонна ініціатива, Silicon Valley – Силіконова (Кремнієва) долина, International Intellectual Property Alliance – Міжнародний альянс інтелектуальної власності, Recording Industry Association of America – Американська асоціація компаній звукозапису, Independent Film & Television Alliance, International Association of Teachers of*

English as a Foreign Language in Ukraine –Міжнародна асоціація вчителів англійської мови в Україні [1, 3, 4, 6].

The syntactical level of anglicisms in Modern Ukrainian is characterised by syntactic constructions which are formed according to the word order model in English. The usage of adverbial modifiers are typical of this linguistic phenomenon. Cf. "I have something to say" –"Я маю сказати", "You are tough" – "Ти –крутий".

Calques can also be illustrated by abbreviation, word-collocations, idioms, clauses. This fact proves the reasons for future researches and detailed description.

One more interesting fact deserves to pay attention to. Nowadays in local nets, national mass media after the UK voted strongly for Brexit (withdrawal from the European Union June, 23, 2016) in a referendum on the UK's EU membership some new anglicisms appear in Ukrainian fast and they are not translated yet. These portmanteau words are Brexit, #Texit, NHexit and others. It will take time to assimilate them into the word-stock of Ukrainian.

Висновки і перспективи (Discussion). To sum up, we can emphasize that researches in the area of the processes of assimilation of English borrowings in Modern Ukrainian are characterised by complex and systemic analysis on each language level, in particular on the phonological, morphological, lexicological, syntactical, semasiological. Linguists' opinions on the issue are diametrically opposed. Thus, some of them emphasize that this stream of words doesn't give any stability to the Ukrainian language and violates its linguistic identity, but the majority of scholars, on the contrary, think many anglicisms could represent an opportunity, allowing Ukrainian to become a language of global communication that is capable of expressing concepts, facts, ideas that have an international scope and prospects.

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ПРОЦЕСИ АСИМІЛЯЦІЇ АНГЛІЙСЬКИХ ЗАПОЗИЧЕНЬ У СУЧАСНІЙ УКРАЇНСЬКІЙ МОВІ

О.В.Бабенко, С. В. Ільїн

Анотація. Стаття присвячена процесам асиміляції англійських запозичень у сучасній українській мові. Термін "англіцизм" є типовим для цих запозичень. Актуальність цієї розвідки полягає в проблемі правильної адаптації та асиміляції нових англіцизмів у сучасній українській мові. Ці процеси описано і проаналізовано на кожному мовному рівні, зокрема, на фонологічному, морфологічному, лексичному, синтаксичному, семасіологічному. Приклади наведено з інтернет-

ресурсів і щоденного спілкування. Думки лінгвістів з досліджуваного питання діаметрально протилежні. Деякі з них наголошують, що цей потік слів не дає ніякої стабільності в українській мові та порушує її ідентичність, але більшість вчених, навпаки, вважають, що багато англіцизмів надають можливість українській мові стати мовою глобальної комунікації.

Ключові слова: англіцизм, асиміляція, адаптація, транскрибування, транслітерація, трансформовані англіцизми, кальки, мовні рівні

ПРОЦЕССЫ АССИМИЛЯЦИИ АНГЛИЙСКИХ ЗАИМСТВОВАНИЙ В СОВРЕМЕННОМ УКРАИНСКОМ ЯЗЫКЕ
Е.В.Бабенко, С.В.Ильин

Аннотация. Статья посвящена процессам ассимиляции английских заимствований в современном украинском языке. Термин "англицизм" является типичным для этих заимствований. Актуальность данной работы заключается в проблеме правильной адаптации и ассимиляции новых англицизмов в современном украинском языке. Эти процессы описаны и проанализированы на каждом языковом уровне, в частности, на фонологическом, морфологическом, лексическом, синтаксическом, семасиологическом. Примеры взяты из интернет-ресурсов и ежедневной речи. Мнения лингвистов по изучаемому вопросу диаметрально противоположны. Некоторые из них подчеркивают, что этот поток слов не дает никакой стабильности в украинском языке и нарушает его языковую идентичность, но большинство ученых, наоборот, считают, что многие англицизмы представляют возможность украинскому языку стать языком глобальной коммуникации.

Ключевые слова: англицизм, ассимиляция, адаптация, транскрибирование, транслитерация, трансформированные англицизмы, кальки, языковые уровни

FACTORS OF LINGUISTIC AND SPEECH COMPETENCE FORMATION

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Abstract. *The article considers the issue of competency approach formation as one of the vectors of higher vocational education, which is in the process of science integration and the enhancement of humanization of universities. Modern science and practice set new demands for the degree of classical languages learning in higher and specialized educational establishments, which essentially aim to ensure the enhancement of linguistic competence and add terminological orientation to the whole process of learning.*

Keywords: *language as a matrix, the Latin language, competence, professional training, higher vocational education, humanization of education*

Актуальність (Introduction). The lasting success in language learning depends primarily on the target goal. It is much easier to succeed when each individual task is considered as a part of the general task, rather than as an independent one. The realization that the general task is much broader, involuntarily and unconsciously