











ARTICLE

Critical Discourse Analysis of Anglicisms in Ukrainian Business and Media Communication

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ABSTRACT

The article highlights the specific features of the linguistic situation in Ukrainian society. Due to linguistic exchanges in economic and cultural cooperation with international organizations and enterprises, borrowing Anglicisms has become a mainstream tendency of the Ukrainian media and business vocabulary enrichment. Under these circumstances, the problem is preserving Ukrainian as the native language of Ukrainians and finding the ratio in applying Anglicisms in particular spheres of communication. The research question is: What are characteristic features of the linguistic situation in Ukrainian society? What influence do Anglicisms have on Ukrainian business and media discourse? And what categories of Anglicisms prevail in business and media communication in Ukraine? Critical Discourse Analysis allowed us to find a solution to the research question. The analysis reveals that the most frequently used words are professional terms that add precise and expressive meaning to these types of discourse. Following the classification suggested by A. Klégr, the categories of Anglicisms that prevail in Ukrainian media and business sources are primarily presented as unadapted borrowings, adapted borrowings, and loan translations. Other categories of Anglicisms do not influence the Ukrainian lexicon sufficiently. Anglicisms contribute to communication in professional spheres, namely in Ukrainian business

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discourse and media discourse. Most of them are professional terms or professional jargon. That proves the pragmatic interest of Ukrainians in Anglicisms of a particular type. Their social distribution signifies the openness of the Ukrainian language to borrowings that can enhance the efficiency of professional communication.

Keywords: Linguistic Situation; Anglicisms; Ukrainian-Speaking Society; Media Discourse; Business Discourse

1. Introduction

Language is a means of socialization that enables a person's adaptation to society. As a result of globalization, transformations of a language as a home of the nation are taking place. For instance, J. Ren mentions that people rarely think of using their native language to realize the purpose of mutual communication so that language can truly become the spiritual home of the nation^[1]. So, the language acquires new functions, becoming the most used means of intercultural communication. It is possible to preserve ethnic mosaics as a result of the general and educational policies of the state. The idea of multiple identities is the basis for a multilingual and multicultural Europe. The varieties of language different members of society use in various communicative situations reflect their regional, social, or ethnic affiliations. The general atmosphere determines the way of expressing one's ideas, the choice of lexicon, and the regulations for conversation in verbal and written form. Language and community are interdependent. Therefore, it is essential to examine the linguistic situation in modern Ukrainian society, which is integrated into European space and influenced by worldwide development. Due to these processes, modern means of intercommunication between individuals and their establishments appear. They require proper lexical units in respective spheres of societal life.

The study's urgency arises from the necessity to apply borrowed terms and specialist vocabulary in Ukrainian, given the close interaction in various professional areas that require cooperation with foreign partners and international organizations. The problem is in determining the ratio between the categories of Anglicisms with the view of their successful application in professional communication. The need for communication in English with foreign partners explains the introduction of Anglicisms into professional spheres involving professionals and other participants, resulting in their assimilation into professional communication in numerous spheres in Ukrainian-speaking society.

The article analyzes the influence of English loanwords on the linguistic situation in contemporary Ukrainian society due to their intensive application in such spheres of public life as business communication when discussing economic issues and in business media. Determining the role of Anglicisms in the linguistic situation in modern Ukrainian-speaking society and the algorithms of their implementation in professional discourse contribute to highlighting mainstream tendencies of Ukrainian lexicon evolution. For this purpose, it is necessary to highlight the peculiarities of the linguistic situation in modern Ukrainian society, the spheres of implementing Anglicisms in Ukrainian communities, and their specifics, that is, how their assimilation regulated the choice of borrowed words of English origin.

2. Materials and Methods

2.1. Previous Study

The linguistic context in modern Ukrainian society requires careful examination and thoughtful utilizing the experience the other societies have passed through. From this point of view, it is worth analyzing scientific papers based on the profound research of scholars.

P. Auer^[2], A. Baker-Bell^[3], J. Lo Bianco^[4], A. Hudson^[5], O. Mordaunt^[6], M. Moser^[7], M. Videnov^[8], M. T. Zokirov^[9], and other linguists analyzed theoretical principles of studying the linguistic situation. A. Hudson^[5] elaborated on the theory of diglossia. Linguistic racism and linguistic identity were the objects of research by Baker-Bell and J. Lo Bianco^[3, 4]. Other researchers reflected on using English as one of the national languages in the state^[6] or on typologies of language situations^[8, 9].

Researchers P. Auer^[10], M. Clyne^[11], O. Litvinyak^[12], L. Wei^[13], U. Weinreich^[14], S. Thomason^[15], and other linguists conducted their research on the concept of language contact. In the studies by Auer and Weinreich, language contacts are reviewed in the context of bilingualism^[10, 14].

Other authors analyzed the concept from a historical point of view^[11, 12, 15].

Scientists J. K. Chambers^[16], D. DeCamp^[17], N. Coupland^[18], J. J. Gumpers^[19], J. Holmes^[20], M. A. K. Halliday^[21], W. Labov^[22], and other scholars were involved in the research on the emergence of social dialects. D. DeCamp, J. J. Gumpers, M. A. K. Halliday, and W. Labov devoted their research to studying language variations. J. K. Chambers, N. Coupland, and J. Holmes^[16, 18, 20] elaborated on language variation and identity thus developing sociolinguistic science. J. Chambers, in particular, concentrated on the social ranking of linguistic variants^[16].

Sánchez Fajardo, J.A.^[23], Nogueroles, N. and Esperanza, E.^[24], Pulcini, V.^[25], Turmys, O.^[26] and other scholars highlighted issues of borrowing words of English origin in various national contexts. Stokoe, E. et al.^[27] carried out the analysis on conversation and conversation technologies. Hansson, S. & Page, R.^[28] scrutinized legitimization strategies in government social media communication. B. Azhniuk^[29], M. Bahan^[30], L. Bakhmat et al.^[31], T. Leleka & O. Moskalenko^[32], Yu. Nahorna^[33], V. Slabouz & S. Budnyk^[34], A. Taran^[35], and other scholars researched borrowings in Ukrainian. The studies of M. Bahan, L. Bakhmat et al., T. Leleka & O. Moskalenko, Yu. Nahorna and V. Pol-yarush are devoted to borrowings of English origin in the Ukrainian lexicon^[30–32, 36].

V. Polyarush^[36] and Bakhmat et al.^[31] analyzed the historical aspects of implementing Anglicisms in Ukrainian and elaborated on their influence on Ukrainian advertising and the language of youth. I. Bloschynsky et al. elaborated on Anglicisms via the linguistic analysis of texts^[37]. A. Taran^[35] reflected on new Anglicisms in the Ukrainian language in IT education.

However, it is necessary to identify the characteristic features of the functional application of Anglicisms in particular spheres of public and professional life in contemporary Ukrainian society. That is why we paid attention to the spread and specifics of Anglicisms in some professional fields of Ukrainian-speaking society, namely business discourse and media discourse.

According to Jaafar et al., borrowing is seen as a normal process of language change when one language adds new forms to its lexicon by borrowing those forms from other languages^[38]. So, borrowing is a universal language phe-

nomenon, the adoption of linguistic material into one language from a donor language thanks to extralinguistic contacts, differing in level and form. Borrowed words usually do not have analogs in the recipient language and thus become widely used. Nowadays, they effectively contribute to the process of exchanging information. Other researchers characterize the phenomenon of borrowing as taking a word or expression from one language and incorporating it into another^[39]. Thus, it is urgent to consider the chances of loan words getting into the native language as the specific features of borrowing.

Currently, Ukrainian is experiencing a revival as a native language of the nation. On the other hand, Ukraine's integration into European society requires its involvement in various social and economic processes. The English language plays a vital role in communication for Ukrainian professionals in many spheres of life, mainly in economics and business. It explains the existence of loanwords of English origin or Anglicisms, functioning as professional tools in these spheres.

Thus, they spread to media and business discourse by assimilating into the standard language. Specifics of the modern language situation in Ukraine require highlighting their impact.

The research hypothesis is that borrowed Anglicisms contribute to precision and better perception of business and media discourse, thus leading to more effective communication among its participants. The research objectives were to analyze the peculiarities of the linguistic context in contemporary Ukrainian-speaking society, focusing on the language of Ukrainian business media sources and tender documentation on the reconstruction of building sites and determine the main categories of Anglicisms in the selected sources.

2.2. Methods of Research

Critical Discourse Analysis is a basic method applied in the research on major types of Anglicisms in Ukrainian business and media communication. This method was chosen because it subsumes a variety of approaches toward the social analysis of discourse^[40]. Following the main steps suggested by Unger J. et al.^[41], we analyzed the previous research on the issues of this study. According to the research question, we carefully collected data from Ukrainian media sources concerning Anglicisms in media and business discourse in Ukrainian communities. Media sources are ex-

emplary as Ukrainians, who live in various parts of the world due to globalization and the current social situation, have access to Ukrainian media sources via the Internet.

The research used inductive and deductive reasoning to select Anglicisms from the actual material. For the analysis, we selected such sources as the package of tender documents for the building sites (in Ukrainian and English) and the business press editions, namely *Best Ads. Ukraine*, *The New Voice of Ukraine*, *Hromadske*, and websites of official organizations such as *the Government portal*, *Analytical Portal*, *Mtech Ukraine*, and *National Bank of Ukraine*. In total, 3 business press editions and 4 websites served as the sources for case studies.

Following the research guidelines elaborated by Creswell^[42], we used the qualitative methods framework. We applied a qualitative approach to data collection, analysis, interpretation, and report writing. In the study, we used sampling. It was urgent to represent the maximum number of probability samples for the research on Anglicisms in the elaborated spheres of Ukrainian society. According to J. Rijkhoff and D. Bakker, if one is interested in correlation pairs or the probability of occurrence of some linguistic phenomenon, then one wants to have a probability sample, i.e., a sample that is free of bias^[43], p. 2. According to the research strategy, we selected 122 probabilistic samples from Ukrainian media sources and business documents to establish correlation pairs or identify opportunities to analyze the selected sources.

Inductive and deductive reasoning enabled us to focus on the social application of borrowed lexical units in the elaborated spheres. The general scientific analysis lets us highlight some of the differential features of the components of business communication in Ukraine. Structural-semantic, descriptive, and contextual methods, as well as the lexicographic method analysis of business terms, were also used in the study. These methods allowed further elaboration on the obtained analytical results and helped determine the typology of the chosen samples.

3. Results and Discussion

3.1. Peculiarities of the Linguistic Situation in Contemporary Ukrainian Society

Research on the linguistic situation in contemporary Ukrainian society requires a deep analysis of scientific ap-

proaches and views. It includes several languages and variants of languages (dialects, jargon, functional styles, etc.) used by a particular society (ethnos and polytechnic community) within a region or state. As noted by M. Zokirov on the linguistic situation, the most essential features of its components are their functional load and social status^[9].

A linguistic situation in a bilingual or multilingual society is an amalgamation of two or more languages used in the state. These languages have different functional uses. According to O. G. Mordaunt, language context may vary: a country may be all-exoglossic or part-exoglossic, where the colonial language, for instance, is employed simultaneously with a national language. The endoglossic (or national language) is of greater importance for the people psychologically. However, even in a part-endoglossic situation, a nation can still be proud of its native language^[7]. Bulgarian linguist M. Videnov stresses that the dynamics of linguistic context, both in the language formations themselves and between them, are conditioned by differences and their competition for a position in society^[8]. The linguistic situation in Ukraine has passed its route from exoglossic with Russian as a colonial language to endoglossic with Ukrainian as a national language.

Because more than 18 ethnic groups exist in Ukraine, it is a multicultural society influenced by all events in the world community. English is the world's lingua franca. Consequently, it is among the significant factors of successful communication in Ukraine's public life, where cooperation with foreign organizations and business people occurs.

Several procedures initiated by the state served to promote English in Ukrainian society. That increased the number of English words involved in various areas of human activity, such as the media, business communication, public organizations, etc. Steady engagement in employing English in economic and social spheres promotes the growth of linguistic contacts. Several measures initiated by the state contributed to promoting English in Ukrainian society. That increased the number of English words widely used in various spheres of public life, such as the media, business communication, public organizations, etc. Steady interest in learning English in Ukrainian society in economic and social spheres contributes to the growth of language interference.

Before 2022, mainly print media reflected the language situation in Ukraine. According to Ukrainian researcher I.

Makarets, of 63 editions in Ukraine, 2.3% are monolingual in English and 1 edition in Polish. Among journals registered in several languages, 48.18% were bilingual, and 51.8% were in three or more languages. Except for Russian, publishers often chose English. 41.5% of journals registered in Ukraine were in Ukrainian and English^[44].

The events of 2022–2024 have triggered drastic development of all spheres of political, social, and economic life in Ukraine and international relations with various states of the world. These events have led to numerous language contacts between Ukrainians and citizens of other countries. Some represent different organizations and societies. Some are individual entrepreneurs and public activists.

S. G. Thomason developed the concept of language contact. And the most common specific type of its influence is the borrowing of words^[15]. P. Auer defines language contact as contact-induced language change. He suggests that the contact-induced innovations originated in bilingual speakers may spread across the community to monolingual speakers^[10], p. 149.

Within contemporary Ukrainian-speaking society, due to the increase in the number of linguistic contacts in many spheres of political, public, and economic life, many English terms, professionalisms, and other socially marked words (jargon, slang) have become a part of communication, in particular in media and business discourse, which proves that the Ukrainian language is open to borrowing. On the other hand, it is highly selective as it adopts Anglicisms pragmatically for professional purposes. The linguistic situation in Ukraine is endoglossic. Ukrainian is a national language. However, pragmatic reasons influence its ability to apply Anglicisms in business and media discourse to increase the efficiency of professional communication. Besides, it suggests benefits for enterprises and companies as they can achieve professional goals more successfully.

3.2. Borrowed Words of English Origin in the Ukrainian-Speaking Society

3.2.1. Media Discourse as a Field of Application of Anglicisms

Determining the scope of Anglicisms in contemporary Ukrainian media and business sources is an objective envisaged by studying communication areas that require interaction with foreign organizations and coverage of processes

taking place in Europe and the world. This task concerns the study of the peculiarities of discourse that occur in the media.

The media discourse is a type of speech activity in mass communication aimed at informing the audience about various spheres of social life through mass communication, such as television, radio, the Internet, print media, etc. It has such features as group interaction (the addressee shares the views of the group to which it belongs), accessibility to the general public as the mass consumer, the creation of an ambiguous perception of phenomena, which requires further discussion, adaptation for the media, and simultaneous appeal to several groups. Consequently, media discourse refers to specific groups in society. It has its own rules for communicating messages to them.

A. Alek considers such types of discourse as discourses of professional spheres (political, legal, educational discourse, etc.); corporate and subculture strata (banking, religious, organizational discourse, etc.); discourses of virtual communication (aesthetic, emotional, digital, linguistic landscape discourse, etc.); specific spheres (consumer, urban, pre-election, etc.), stating that various factors, including social norms, cultural values, historical influences, power dynamics, and specific communicative goals shape discourses^[45]. Research on media discourse requires consideration of each of these spheres in detail. That makes the aim of this study more complicated. Still, we can define the specific features of the socially marked lexicon in some areas of media discourse, namely in professional and corporate discourses reflected in the identical spheres of business discourse.

We analyzed Ukrainian media sources and identified the main news rubrics in the Ukrainian media. These are political news, economic news, and news of public life. All of them are closely related to advertising entangled in public life and the economics of Ukraine.

Considering the reasons for foreign-language borrowings, researchers mention purely linguistic reasons, enriching the vocabulary, expanding the means of nomination, and eliminating polysemy of the specific word, the highest degree of terminological distinctness of the borrowed lexeme^[33].

Borrowed English words are mostly terms related to various equipment, activities related to its use, and events related to emergencies in Ukraine. Ukrainian researchers admit that the equipment names are presented in the media

in Cyrillic and Latin, in quotation marks and without them, with uppercase and lowercase letters^[46].

Examples of Anglicisms include such words and expressions as a *pickup (a vehicle)*, *radiolocation system*, *military personnel*, *G7 summit*, *infrastructure object*, *propaganda apparatus*, *budget*, *computer numerical control (CNC) machine*, *the military-industrial complex*, *fortifications*, *energy crisis*, *generation deficit*, *peak hours*, *contract soldiers*, *NATO standards*, *financial institution*, etc.

Here are a few examples of Anglicisms in the context of original materials from Ukrainian media sources:

‘Computer Numerical control machines (CNC machines) installed today at almost all manufacturing companies’^[47].

‘Through Ukraine’s membership of international *financial institutions*, the NBU actively cooperates with the following institutions: the International Monetary Fund, the World Bank Group, the European Bank for Reconstruction and Development, the Black Sea Trade and Development Bank, and the European Investment Bank’^[48].

‘Ukraine’s power *generation deficit* has declined a little due to high volumes of power generation at power plants as of the morning of December 27, Ukraine’s national power grid operator Ukrenergo reported on Telegram’^[49].

‘During a working visit to the Volyn region on April 27, Prime Minister Denys Shmyhal visited the area where military engineering and *fortifications* are being built near the state border’^[50].

‘Each Ukrainian weapon has its advantages and disadvantages, but it is extremely important that these weapons simply exist. And our military-industrial complex has coped with this task very well,’ notes military analyst Ivan Krychevskyi^[51].

These are just a few examples of Anglicisms in Ukrainian mass media. They belong to different professional spheres. Such words as *military-industrial complex* refer to the economics sphere; *Computer Numerical control machines* and *financial institutions* refer to the sphere of finances; *generation deficit* refers to the sphere of the energy

sector. From the above-mentioned borrowed lexicon, the words *G7 summit*, and *NATO standards* belong to the sphere of political life; *radiolocation system*, *military personnel*, and *contract soldiers* belong to the military sphere; *energy crisis* – to the sphere of the energy sector; *pickup (a vehicle)*, *peak hours* – to everyday activities.

As mentioned, the varieties of language used in society reflect regional, social, or ethnic affiliation. A. Valeyeva stated that a vivid characteristic of linguistic behavior is the fact that it is recognizable social behavior^[52]. Material living conditions are an urgent factor in this interaction.

As J. Holmes remarks, sociolinguists aim to describe sociolinguistic variation and, if possible, explain why it happens^[20], p. 16. The emergence of the socially marked lexicon is due to political and social changes and the widespread use of information technology. In scientific literature, the idea is that the purpose of the interaction, its participants, its place, and social stratification will contribute to language variation. These factors are the main factors that influence the language choice used in the interaction^[53].

Social dialects differ from standard language due to their lexical composition within specific social groups. The existence of a social group whose members maintain close links (professional, social, or cultural) based on frequent contacts is a determining condition for the emergence of a social dialect.

Sociolects exist as words, phrases, and syntactic structures and are not in the form of integral communication arrangements. They are just specific features of speech. According to M. Benlakdar, a particular social group sharing the same features uses them... sociolects are deeply integrated into the speech community and help outline social and educational backgrounds, gender, age, class, and profession^[54]. The basis of sociolects – vocabulary and grammar – is usually not much different from the language specific to this nationality. Socially marked vocabulary is recognized based on referring lexical elements to the vocabulary of certain social groups^[46].

Appealing to certain social groups involves the choice of specific linguistic means, namely, words and phrases. The choice of a unit of speech, grammatical form, or structure not only indicates the linguistic tastes, preferences, and habits of some social groups but also testifies to the linguistic habits of particular classes and social groups inherent in a community

of people in a historical period.

Professional jargon and slang are the linguistic means used in the media discourse when referring to certain social groups in the media. Such socially marked vocabulary increases the sense of identity of members of various social groups and their sense of belonging to their group using mass media.

There may be different reasons for using slang in media discourse, such as transferring an emotional or psychological attitude. Such marked vocabulary may differ in value when used by various communities. It serves to recognize certain classes and social groups. Scientists J. Lighter and B. K. Dumas suggested the criteria to define a word or phrase as slang units that can explain its use in media discourse: 1. Its presence will markedly lower the dignity of formal or serious speech or writing... 2. Its use implies familiarity with either the referent or with people familiar with it 3. It is a taboo term in ordinary discourse with persons of higher social status 4. People use it instead of the well-known synonym^[55], pp. 5–17.

As Ukrainian mass media cover various spheres of public life in very diverse situations concerning economic development, numerous contacts of the Ukrainian authorities and public activists with world organizations, and everyday activities of Ukrainian citizens, their consumers are inevitably presented by diverging layers of contemporary Ukrainian society from professional people to humble commoners. So, the inclusion of slang words into mass media content is inevitable.

Examples of borrowed English slang words used in Ukrainian mass media are *extra*, *vibe*, *bro*, *fan*, *mix*, *OMG*, *selfie*, *hype*, *merch*, etc.

We found them in the titles of programs, such as *Louder Than Words – Friday Vibes EP*; in names of clubs, such as *Go_A Fan Club*; nominations, such as *Best FanClub in Ukraine*; online editions, such as *bro.org.ua | BRO*; online operators, such as *Hype Media LLC*; news podcasts, e.g., *Ukraine without hype*; logos, such as *Bravery: Patriotic merch*; and brands, such as *Selfie Media*, etc.

Advertising has been a separate branch of media discourse. In 2000, in an article on advertising on Ukrainian television, T. Shevchenko characterized the principles of advertising language, among them such urgent features as similarity, rationality, conventionality, the actualization of everyday topics, primary needs, etc.^[56–58].

Advertising performs various functions in all spheres.

The most important is the informative function because any advertisement aims to inform customers about a product, namely goods or services. The wording of an ad is according to the sphere of a product application.

Starting with the names of advertising agencies, such as *Netrocket*, *MixDigital*, *League Design Agency*, and *Habitat Creative Company*, we could continue the number of borrowings from English. The same applies to the names of companies. *D Coast Studio*, *Inseed. marketing*, *911 ADV Advertising Rescue Service*, and *Client Insights* are just a few examples of such Ukrainian companies that include Anglicisms in their names.

As for the contents of Ukrainian advertisements, they often contain borrowed words. These are examples of ads containing Anglicisms in Ukrainian mass media:

Patrol Police of Ukraine: Do not drink and drive. MasterCard: MasterCard *Vibes*. Health care: #ArtOf *Quarantine / Mask*. Healthcare: #ArtOf *Quarantine / Sanitizer*. *Esculab*: Look inside yourself. *Helsi*: Mask the tunnels. *BraHM*: Brand Health Monitor. *Sport Life*: Dude. *Forward Media*: Mask Media. *Ukraine UA*: LEOPARDS FOR UKRAINE^[59].

Thus, the presented examples of the borrowed lexicon of English origin in Ukrainian media discourse reflect the specific social groups of people, namely representatives of different sectors of economic and business life, such as healthcare, banking, advertising, aesthetic medicine, rescue service, electronics, military men, etc. **Figure 1** reflects the application of Anglicisms in media communication.

In their research on modern Ukrainian advertising, Ukrainian researchers stated the morphological features of ads, such as some English words without any changes. Some Ukrainian names are combinations with such words as *park*, *house*, *hill*, *residence*, *city*, and *town*, such as *LIKO-GRAD Perfect Town*, *Karaway Tower*, and *Washington City 2*. Anglicisms are partially in Latin and Cyrillic, such as *Папус Smart*, *Клубний будинок Ширма Club 3*. Other Anglicisms are in Cyrillic only, such as *Гарден Хаус Реніно*, *Челсі Клуб Хаус*, *Будцторія*^[32]. They also mention that another category is Ukrainian words in the Latin script, such as *OBRİY*, *Topolis*, *Rezydencja Zalizna Voda (Lviv)*, *Hvoya*, *Kolibri* ... or in both Latin and Cyrillic – *Graf у моря (Odesa)*... Ukrainian words in the Latin script are occasionally used alongside loan words, such as *Svitlo Park*, *Avalon Zelena Street*, etc.^[30].

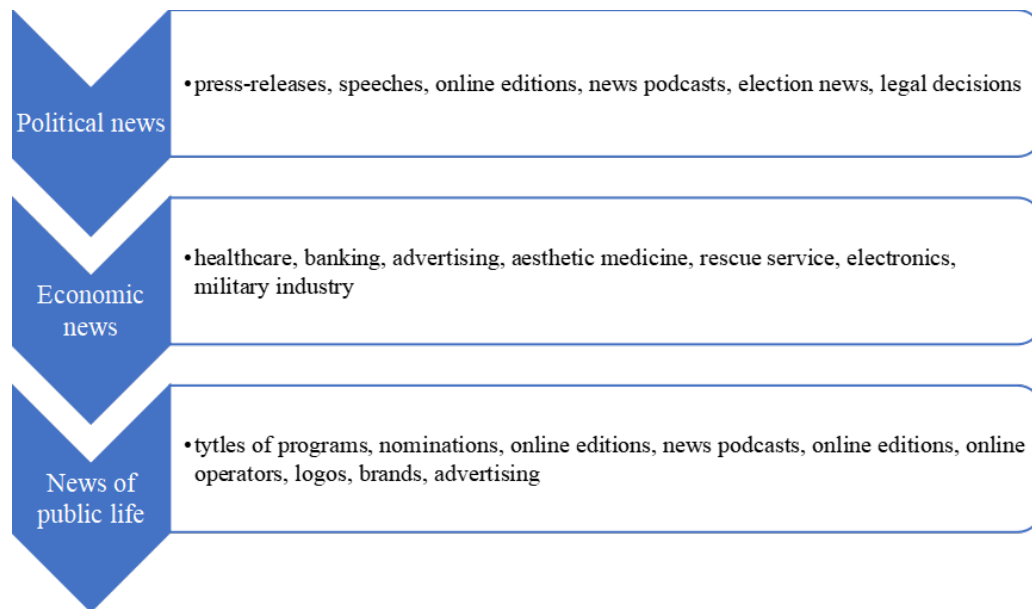


Figure 1. Application of Anglicisms in media communication.

Thanks to mass media, such borrowings ending in *-ing* as *monitoring*, *shopping*, *lifting*, *banking*, and others appeared in the Ukrainian language. They refer to specific processes and make it possible to simplify communication by designating these processes. Thus, the development of the Ukrainian language with words that reflect the phenomena in business life, such as *coworking* (slang of businessmen), *vending* (slang of trade), etc., takes place. At the same time, in the media discourse, there were such words as *book trailer* (a clip made on the book), *spoiler* (information on the plot of the book), *video* (promotional material of a new product), etc.

There are signs of morphological assimilation of Anglicisms in Ukrainian media discourse. One sign is the almost complete correspondence of endings of borrowed singular nouns to the rules of rejection in the Ukrainian language. In addition, the noun is the dominant part of the language among English-language borrowings. As a result of assimilation, most Anglicisms in the Ukrainian-language media discourse are of a certain kind. Following the research objectives, we applied Critical Discourse Analysis to determine the peculiarities of Ukrainian media discourse. We thoroughly analyzed Ukrainian media sources, such as the business press editions (3 editions) and websites of official organizations (4 websites). We carried out a qualitative analysis. The objective was to identify characteristic features of Anglicisms. The determined peculiarities allowed us to understand their func-

tions in the media and their impact on various types of public. Thus, Anglicisms applied in Ukrainian media discourse have their definitive purpose. Their application depends on the rubric to which they refer. The main rubrics presented in **Figure 1** are Political news, Economic news, and News of Public Life. Definite types of news go under each rubric. They reflect the professional affiliation of readers. Naturally, readers may come across Anglicisms involved in their professional sphere. It applies to rubrics of Political news and Economic news. News of Public Life may contain Anglicisms referring to professional jargon words, neutral words, and occasionally slang.

3.2.2. Borrowed Words of English Origin in Ukrainian Business Discourse

Business discourse is the area of borrowing from English to Ukrainian. A considerable amount of business communication and the expansion of various branches of the economy in Ukraine has led to the need to intensify this type of discourse. Business discourse incorporates socially marked vocabulary in a multicultural society. This lexicon arises and applies to the needs and pragmatic goals. It is a part of commercial, statutory, and marketing issues in business discourse.

In scientific papers, business discourse is the communication of a business mindset in a wide range of thematically correlated texts on the multiplicity of business issues, viewed

in connection with their extra-language contexts^[58], p. 244.

Y. Daniushina also offered a functional classification of types of business discourses, namely Training and academic business discourse (in textbooks, manuals, etc.); Ritual-public business discourse (e.g., meetings, reports, presentations, discourses of PR and advertising, etc.); Document business discourse (internal and external business correspondence, corporate documents); The discourse of business media; The discourse of professional business communication (in negotiations, communication with clients, colleagues, including production/ manufacturing and technical discourses, as well as business slang and argot)^[58], p. 244. In particular, the latter type of discourse includes professional jargon or specialized slang. According to L. Andersson and P. Tradgill, jargon for an outsider is a specialized language used within a narrow group^[59], p. 17.

The scholar M. Grygiel views business discourse as a professional jargon that consists of subgroups such as corporate jargon (which involves the use of long, complex, or obscure words, abbreviations, euphemisms, and acronyms) and the marketing language (used in marketing press releases, advertising texts and prepared statements made by performers and politicians, the characteristic features of which are the use of buzzwords, neologisms, and terms that have become the language of marketing from specialized technical fields^[60].

The words *arbitration*, *benchmarking*, *break clause*, *charges*, *ethics*, *expenses*, *liberalization*, *license*, *personnel*, *subsidies*, *treaty*, *value*, *upgrade*, and *warranty* are related to professional jargon^[61]. The words *cluster*, *consortium*, *corruption*, *discrimination*, *e-auction*, *e-commerce*, *infrastructure*, *monopoly*, *risk*, and *tender* included in the same list are examples of corporate jargon.

A sufficient number of these words are widely used in Ukrainian-speaking society in various spheres of business and are presented in the Dictionary of Foreign Words^[62].

We find these words in the names of sites such as *Inter-cluster Coordination*, *E-tender.UA*, and on official websites of companies such as *Consortium EEN-Ukraine*, and the "*Ridne*" consortium – Ukraine. Authors use some of the words in public discussion of problem issues in Ukrainian society, such as *CORRUPTION IN UKRAINE 2022: UNDERSTANDING, PERCEPTION, PREVALENCE* (the title

of a book), laws such as the law *On Principles of Preventing and Combating Discrimination in Ukraine* (NO. 5207-VI), names of Ministries, such as *Ministry of Infrastructure in Ukraine*, names of games, such as economic game *Monopoly of Ukraine*, etc.

Jargon professional words such as *alignment*, *clear goal*, *diversity*, *exit strategy*, *organic growth*, *spin-up*, *bandwidth*, *client-centric*, *core competency*, *enterprise*, *leverage*, *outsourcing*, *social currency*, and *synergy* are also widely used in various professional spheres in contemporary Ukraine; still, not all of them are in Ukrainian dictionaries.

An analysis of the business discourse reveals the existence of specialized words such as *arbitrage*, *deposit*, *capital*, *control*, *debit*, *balance*, *credit*, *ethics*, *privatization*, *competence*, *syndication*, *globalization*, *innovation*, *strategy*, etc., in its composition, especially on the periphery, which has matches in the Ukrainian language reflected in the Dictionary of Foreign Words. Some of them are examples of corporate jargon; others are professional terms. Consequently, the social groups of people who deal with different types of businesses in Ukraine use this vocabulary. Academic business discourse also applies this vocabulary in teaching academic disciplines related to various business sectors (*banking*, *commerce*, *accounting*, *production*, *management*, *marketing*, etc.). As a result, the ability of these Anglicisms to remain unchanged, retained under certain transformations, makes them keep their meaning and grammatical functions in the Ukrainian language with full or partial preservation of the phonological form by entering it as a result of linguistic contacts in the process of professional communication in this area. Because these lexical units are popular in business media, they also become part of media discourse.

Applying critical analysis, we chose 122 samples for the case studies. We followed the above-mentioned criteria for determining concepts in media and business discourse. Based on inductive and deductive reasoning, we distinguished such categories as professional terms, neutral words, professional jargon words, and slang. We identified three idioms among the samples. After considering, we referred them to professional jargon. We classified the chosen samples according to the categories. We calculated the percentage of samples in each category. The results of the calculation are in **Table 1**.

Table 1. Distribution of Anglicisms by social use (based on media sources).

| Professional Terms | Neutral Words | Professional Jargon | Slang |
|--------------------|---------------|---------------------|-----------|
| 40 = 32.5% | 50 = 40.6% | 23 = 18.7% | 10 = 8.1% |

The distribution of Anglicisms by their social use based on media sources answers the research question concerning the influence that Anglicisms have on Ukrainian business and media discourse. We carefully chose the samples from media sources and business documents and verified them in the dictionaries, which proved their probability. Analysis of the selected Anglicisms in terms of their belonging to a particular layer of language has led to the following results: 40 words (32.5%) are professional terms, 50 words (40.6%) belong to the neutral layer, 23 words (18.7%) are professional business jargon words, and 10 words (8.1%) are slang words.

Based on the results, we can state that Anglicisms referred to professional terms (32.5%) and professional jargon (18.7%) have a sufficient impact on Ukrainian business and media communication. Their implementation in professional business and media discourse contributes to precision and better understanding, thus raising the general efficiency of communication. Neutral words constitute a sufficient part of the Anglicisms of Ukrainian business and media discourse. Slang also occurs in Ukrainian business and media discourse, but its impact is less meaningful.

3.3. Main Categories of Anglicisms in Ukrainian Business and Media Communication

In the current research, we used the classification suggested by A. Klégr to define the categories of Anglicisms that prevail in Ukrainian media sources and in the analyzed documents. As it is stated by A. Klégr, the authors distinguish such classes of Anglicisms as (1) unadapted borrowings (simple, complex, multiple-word expressions, abbreviations) coined in English; (2) adapted borrowings (coined in English but subject to orthographic/morphological adaptation in the recipient language...); (3) English proper names turned generic names; (4) semantic loans (domestic words adopting an English sense); (5) loan translations (unit-for-unit translations of English compounds, multi-word units or phraseological units); (6) hybrids (domestic compounds with at least one English component or one English productive affix); (7) pseudo-Anglicisms (instead of a general description the au-

thors give three subgroups: (a) clippings, i.e., shortened English words as in parking < English 'parking lot', present in a number of European languages, (b) resemantizations, i.e., domestic sense for English words, as in German handy 'mobile phone'... or (c) domestic combinations of English elements); (8) phonosemantic matchings^[63], p. 104.

We presented the outcomes of the analysis in **Table 2** and **Figure 2**. As reflected in **Table 2**, adapted borrowings constitute 33% of the borrowed Anglicisms, and unadapted borrowings constitute 30% of the samples. 27.5% of the borrowed Anglicisms are loan translations. Hybrids, English proper names turned generic names, and clippings constitute 4.8%, 1.5%, and 3.2% of the selected Anglicisms, respectively.

According to the results, Ukrainian mass media and business people prefer adapted English terms for their professional purposes. They also use unadapted Anglicisms with readiness for efficiency in communication. With the same readiness, they apply loan translations of Anglicisms in cases where they contribute to clarity in professional communication.

The events that are taking place in Ukraine have determined the choice of Anglicisms for professional and everyday situations in contemporary Ukraine. As Ukrainian society mainly consists of educated people, the share of qualified specialists is high. They prefer to use professional vocabulary in their professional environment in everyday activities. Thus, borrowed professionalisms referring to professional terminology have been used by Ukrainian specialists in their professional sphere. They gradually become part of everyday communication in their professional discourse and are reflected in media discourse. Implications from the research concern the social distribution of Anglicisms in Ukrainian business and media discourse. Business discourse is adjusting to the rules and imperatives of the current economic situation. Educational institutions in Ukraine suggest various options for their students. They develop curricula and courses that contribute to the correct perception and application of business professional terms and even professional jargon. That explains the high percentage of professional terms

and jargon among the selected examples. Media discourse applies Anglicisms depending on the rubric it highlights. Political and economic news may contain Anglicisms, which are professional terms referring to a particular sphere. News of Public Life and advertisements may include professional terms, neutral words, or slang. Different categories of An-

glicisms applied in business and media discourse abide by the difference in the professional layers of its participants. Participants in media discourse belong to various layers of society. Their education may differ. Participants in business discourse are professional people. They need specific categories of Anglicisms for professional communication.

Table 2. Main Categories of Anglicisms from Ukrainian Sources (based on the classification by A. Klégr).

| Unadapted Borrowings | Adapted Borrowings | English Proper Names Turned Generic Names | Loan Translations | Hybrids | PseudoAnglicisms (Clippings) |
|--|--|---|---|---|--|
| 30% | 33% | 1.5% | 27.5% | 4.8% | 3.2% |
| <i>G7 summit, CNC) machine, NATO, extra, vibe, bro, fan, mix, OMG, selfie, hype, merch, benchmarking, upgrade, cluster, tender, spin-up, enterprise, outsourcing, management, marketing, monitoring,</i> | <i>Budget, fortifications, ethics, liberalization, license, personnel, subsidies, consortium, e-auction, e-commerce, monopoly, risk, exit strategy, synergy, arbitrage, deposit,</i> | <i>Pickup (vehicle), LEOPARDS FOR UKRAINE</i> | <i>radiolocation system, infrastructure object, propaganda apparatus, the military-industrial complex, energy crisis, generation deficit, peak hours, contract soldiers, financial institution, arbitration, break clause, charges,</i> | <i>Svitlo Park, Avalon Zelena Street, Гарден Хаус Penіно, Karaway Tower, Topolis, Rezydencja, Zalizna Voda,</i> | <i>Будьмоторіа, LIKO-GRAD Perfect Town Esculab</i> |
| <i>shopping, lifting, coworking, vending, book trailer, spoiler, video, Чесні Клуб Хаус, Consortium EEN-Ukraine, MasterCard Vibes, Brand Health Monitor, Netrocket, MixDigital</i> | <i>capital, control, debit, balance, credit, privatization, competence, syndication, globalization, innovation, strategy, banking, production, monopoly, Ministry of Infrastructure, Agency on Corruption Prevention, Principles of Preventing and Combating Discrimination, Art Of Quarantine, Sanitizer, Patrol Police, League Design Agency</i> | | <i>expenses, treaty, value, warranty, alignment, clear goal, diversity, organic growth, bandwidth, client-centric, core competency, leverage, social currency, accounting, team work, Give someone the green light, touch base, on track, Sport Life: Dude, Best ads from Ukraine</i> | | |

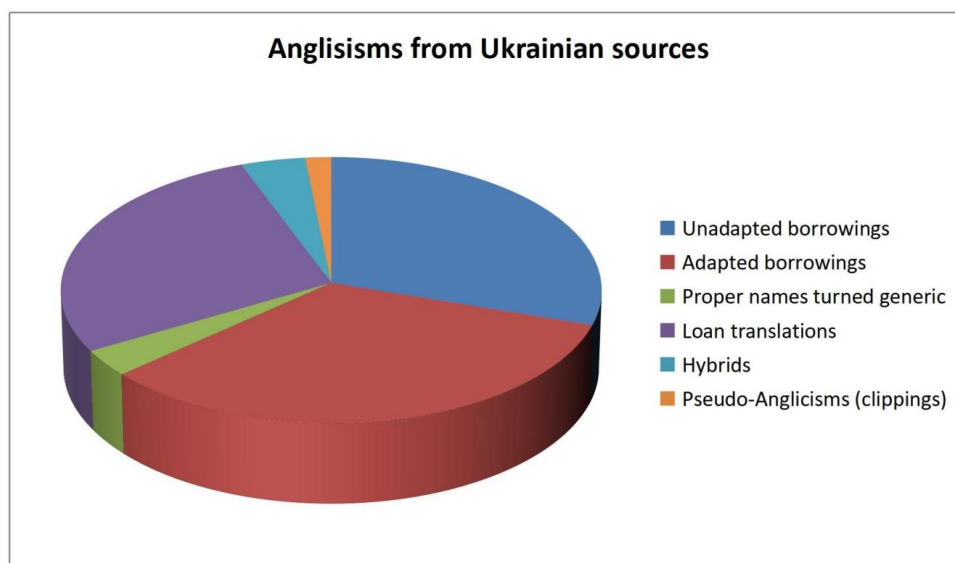


Figure 2. Anglicisms from Ukrainian sources.

4. Conclusions

Exploration of the linguistic situation in modern Ukrainian society proves its status as an endoglossic situation open to borrowing Anglicisms. Numerous business and cultural contacts and solving economic and social issues developed due to its integration into the European and world spaces are characteristic features.

In Ukrainian-speaking communities, Anglicisms belong to professional vocabulary in many areas of activity. The most used English-language borrowings in the Ukrainian-language media discourse are professional words that add precision, conciseness, and expressiveness to the Ukrainian language. The Ukrainian-speaking society perceives them as stylistically reduced synonyms of terms that are the fragments of particular areas of professional activities that had no earlier names. In some cases, they are related to terminology. Business English as professional jargon is a source of Anglicisms in communication among Ukrainian professionals, business people, and traders. They specify some elements of particular professional spheres that previously lacked names.

Critical Discourse Analysis conducted in the study allowed us to make certain implications. A big part of the selected samples of Anglicisms (40.6%) belongs to the neutral layer. This fact signifies the openness of the Ukrainian language to borrowing words of English origin. The number of adapted borrowings (33%) proves it. Unadapted Anglicisms constitute 30% of the samples. It also confirms the fact that the Ukrainian language is open to borrowing words of English origin. Anglicisms enable participants of business discourse in Ukrainian society to communicate efficiently in various spheres, thus contributing to better understanding and higher efficiency in reaching their professional goals.

Defining the main categories of Anglicisms in Ukrainian business and media discourse based on the classification by A. Klégr we can state that adapted borrowings from the selected samples constitute 33%, and unadapted borrowings constitute 30% of the samples. 27.5% of the selected Anglicisms are loan translations. Hybrids constitute 4.8%, English proper names turned generic names constitute 1.5%, and clippings constitute 3.2% of the selected Anglicisms, respectively.

The qualitative research on socially marked borrowed words of English origin has proved that the Ukrainian business sector is not sufficiently marked by slang. However, it

is used in mass media to involve representatives of various social groups of modern Ukrainian society in such spheres of public life as healthcare, banking, advertising, aesthetic medicine, rescue service, electronics, etc. Prospects for further research on the socially marked vocabulary of English origin are the analysis of the discourses of certain subcultures and ethnic communities in Ukrainian society.

Author Contributions

Conceptualization, I.B. and I.M.; methodology, I.B. and N.M.; software, M.K. and V.M.; validation, O.Y., I.M. and M.K.; formal analysis, S.S. and V.B.; investigation, O.M. and I.I.; resources, N.M.; data curation, V.M.; writing, original draft preparation, O.Y.; writing, review and editing, I.I.; visualization, O.M.; supervision, S.S.; project administration, I.B.; funding acquisition, V.B. All authors have read and agreed to the published version of the manuscript.

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Informed Consent Statement

Not applicable.

Data Availability Statement

The data supporting the findings of this study are available upon request.

Conflicts of Interest

The authors declare no conflict of interest.

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