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ASSIMILATION ANALYSIS OF ENGLISH LOANWORDS FROM THE FIELD OF INFORMATION TECHNOLOGY IN UKRAINIAN

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The article is devoted to the research of borrowed English word assimilation in the field of information technology, mass and social media. The categorization and explanation of assimilated loanwords in Ukrainian language are presented.

Статтю присвячено інтегруванню англомовних запозичених слів в українську мову, здійснено класифікування запозичених лексичних одиниць зі сфер інформаційних технологій та соціальних медіа за ступенем асиміляції.

Problem setting. New words are assimilated into Ukrainian language so quickly that people have not enough time to understand what the borrowings mean. There are no reliable Ukrainian language sources to check the explanation. On the other hand, English definitions of the borrowed original are so voluminous and large in number, that *Longman* and *Pearson* dictionaries can't provide a monosemantic explanation.

Analysis of recent research and publications. Many linguists have researched this borrowing and assimilation process into Ukrainian during the last decade. The most known are research papers by V. Radchuk, N. Klymenko and A. Naumovets [4]. The recent studies in Ukrainian namely in the sphere of IT loanwords from English into Ukrainian belong to E. Klementyeva and K. Leskina [1].

The purpose of this article is to accomplish a research of borrowed English word assimilation in the field of information technology, mass and social media, to categorize them and to give explanation of both original meaning and assimilated loanwords in Ukrainian language.

Basic material research. Anglicisms are firmly established in teenagers' style of communication both in mass and social media. Accordingly, borrowings are subdivided into: completely assimilated, partly assimilated and non-assimilated (barbarisms)[5].

Completely assimilated borrowings are not interpreted as foreign words in Ukrainian, like the English word 'park'. In the IT sphere the examples of completely assimilated borrowings are: «ребут / ребутити» – a borrowed verb 'to reboot' – to start up a computer or a system, to start its work over; «челендж» – 'a challenge' was something that tests strength, a skill or an ability, especially in a way that is interesting, in Ukrainian it means a test, a game of something. For example, a person has overcome some kind of an obstacle, ate something uneatable or poured something on themselves, after that action they invite someone else to compete or fight against you doing the same thing; «стартап» – the verb 'start up' originally meant to prepare some kind of new regular project, today it is a newly launched business; «мануал» – 'manual' means a book giving instructions about how to work a device or a machine like an assembly instruction or an installation specification; «колаборація» derives from English 'collaboration' – working together with another person or group to achieve a common goal; «лінк» – 'link' means a hyperlink on the Internet.

Partly assimilated borrowings are subdivided into the following groups:

a) loanwords which are *non-assimilated semantically*, because they denote objects and notions peculiar to the country from the language of which they were borrowed, e.g. «ЛС» stands for 'Low Skill', a person not good at anything, a not trained person.

b) loanwords which are *non-assimilated grammatically*, for example, nouns borrowed from English retain their plural forms, or acronyms like "Sry" – short for the English word 'sorry'.

c) loanwords which are *non-assimilated phonetically:* words with the initial sound /ei/ belong into this group, e.g. «донат» – donate /dɔuneɪt/ – to give money or something valuable to a person or organization in order to help them.

Other examples of partly assimilated borrowings are: «дроп»– 'drop' – stopping an action or killing someone's avatar in a computer game; «інсайд» – borrowed from English 'inside' – the information intended only for certain individuals and its leakage can cause big problems to the owner of this information; «фідбек» – on websites and online resources 'feedback' means posts and messages of visitors and customers expressing their reaction on a previous information or event, the online communication between administrators and users; «воркшоп» was initially a place ('workshop') and now both the place and the event when and where people transfer knowledge to other participants.

The third group includes *non-assimilated loanwords (barbarisms)* – a word appears in the Ukrainian language at the same time when a thing or an action which the English word describes:«неймдропінг» – 'name dropping' – mentioning celebrities names in order to impress other people; «дауншифтер» – 'downshifter' – a person choosing a peaceful life in a countryside or a less stressful job, in order to enjoy their life;«рафл» – 'rafl' – a competition or a game in which people can win prizes.

In the course of the research over 80 loanwords were studied, most of them are completely assimilated.

There are also some words that one day will reach Ukrainian language, but they are nowadays actively used in the youth slang of the British and Americans [5].

For example, 'doofer' is an unnamed object or a thing. The word is used instead of any forgotten name of anything; 'phablet' is the derivation of the phone and tablet, a device that is a cross between a tablet and a phone in size, but it demonstrates capabilities equal to ones of a computer. It still looks like a smartphone but with a bigger screen; 'Internet of things' literally describes a technology, predicting equipping any physical objects with special chips to transfer data between them in the nearest future;'BYOD' (bring your own device) literally means allowance to work with your own computer, notebook or tablet. Some companies do not object or even insist that employees use their own equipment at work; 'Click and collect' describes shopping process on the Internet: a link is clicked at home, a purchase is taken from the nearest store. In such a way anything can be bought through the Internet;'digital detox' represents a precious time of calmness and peace that a person voluntarily spends without phones, computers and other technical joys of life, in the real environment with the family, friends, etc.

Conclusion. Summarizing, it should be concluded that the most used are those borrowings which are turned to most frequently in social networks, such as *'feedback'*, *'startup'*, *'link'* and *'rafl'*. However, there are words that are used less commonly, for example, the word *'drop'*, often used in games; nevertheless, the processes of word loaning and assimilation occur simultaneously, and English words successfully assimilate in Ukrainian language system.

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