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THE USE OF ANGLICISMS IN MODERN RUSSIAN-SPEAKING SOCIAL MEDIA IN  
ESTONIA BY SPEAKERS AGED BETWEEN 14 AND 30  
Bachelor’s thesis

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## **PREFACE**

The modern influence of English-speaking countries, the development of their cultures and world trade have led to the expansion of the share of words of English origin in many modern languages, including the Russian language. English lexis is the one of the most significant aspects of English that has spread around the world, and there are a number of reasons why English words matter today considerably.

The problem of the misuse of English neologisms in the Russian language has been studied by multiple scholars (Baranova, 2010 & Sitnikova, 2014 & Shagalova, 2019) in the field of anglicization of the Russian language. The current research is also focused on the concept of anglicization of Russian and collecting data on the misuse of modern anglicisms in the sphere of social media by Russian speakers. The key question that might be researched on the basis of the topic is to how well Russian speakers comprehend new anglicisms and use them in their speech.

The thesis paper consists of an introduction, two core chapters and a conclusion. The thesis explores the history of anglicisms in the Russian language, the current situation of use and misuse of anglicisms by Russian speakers in Estonia, and how this data can be used in English language teaching. The aims of the research are to review the literature on anglicisms in the Russian language and the factors that influence their use; to provide an insight into the comprehension and use of anglicisms by younger generation Russian speakers in Estonia, as well as their attitude to anglicisms in Russian; to propose ways how the research data can inform teaching English.

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## **INTRODUCTION: ANGLICISMS IN RUSSIAN AS A LINGUISTIC PHENOMENON**

A considerable amount of scholarly work (Janurik, 2009; Styblo, 2007) has been written on the subject of English impact on Russian. Modern linguists (Juhász, 2015) are interested in what influence the English language has on Russian.

“Anglicisms in modern Russian are increasingly penetrating the vocabulary, especially in the fields of economics, technology and politics” (Sodiummedia, 2022). However, the penetration is quite complicated, as assimilation of loanwords has not been similar, as anglicisms differ in their degree of assimilation in the Russian language, being fully assimilated, partially assimilated, or unassimilated. The usage of anglicisms is quite controversial, which is related to the fact that some of them are used only because of fashion, while others can be adequately replaced by Russian alternatives. Thus, the use of contemporary anglicisms in Russian is complicated by the absence of categorisation of rules for adaptation.

Melnyk (2010) states that nowadays the influence of English on Russian is quite strong and new words from English are becoming ubiquitous. Melnyk (2010) adds that despite the halt in borrowing Russian vocabulary by the English language, the Russian language continues borrowing English words extensively. In the past, English borrowed Russian words more than now, as trade brought a number of new landscapes, goods and species to English-speaking people. Nowadays, the leading positions of the USA and UK in a number of fields around the world explain why a great amount of words have been borrowed by Russian from English.

However, despite the tendency of actively borrowing English words into Russian, many native speakers of Russian do not tend to acquire the English language that actively themselves and the overall mastery of English of the Russian population is quite moderate (EF English Proficiency Index, 2021). There are a number of reasons for Russians not to speak English: fewer opportunities to travel, their huge domestic market, Soviet school heritage, etc. (Sinelschikova, 2018). In part due to this fact, the influence of English on the general Russian population and vocabulary is limited, but younger generations use and consume English more in such spheres as computer games and social media. Nevertheless, the anglicisms used on social media still tend to be misused. The reason for that is that speakers aged between 14 and 30 tend to borrow English slang terms more often.

An important factor that causes the borrowing of anglicisms into the Russian language is the absence of certain concepts and terms in Russian (Englishdom, 2021). English words in Russian often denote concepts that have not existed in the language before or represent an alternative, sometimes more trendy or economical way to describe an existing concept. Among them are second-hand, chicken burger, teenager, etc. (Englishdom, 2021). There is a tendency that some anglicisms describe words more in detail or tend to be more fashionable. These factors contribute to the enlargement of the Russian vocabulary with English words.

Another main reason for the penetration of anglicisms into Russian is the political power of the USA and the UK nowadays (Ivleva, 2017). It is known that in the past German and French were the key world languages, which led to Russian loaning many words from these languages. However, now the situation is different, and consequently the Russian language gains such words as 'summit' or 'speaker' from English. The emergence of the new political terms in the Russian language is connected to the involvement of the Russian-speaking community in global political institutions, which is a consequence of the collapse of the USSR.

The collapse of the Soviet Union in 1991 had a significant impact on the use and teaching of English in the newly independent states that emerged (Pavlenko, 2008). Prior to the collapse, the Soviet Union had a centralised education system in which the study of foreign languages, including English, was heavily restricted and often discouraged.

With the collapse of the Soviet Union, the newly independent states began to develop their own education systems and policies. Many of these countries, including Estonia, recognised the importance of English as a global language and began to increase its share in the curriculum. This was led by the need for the countries to integrate into the global economy and the recognition of the value of English for business and trade.

Additionally, the collapse of the Soviet Union led to an increase in international travel and exchange programs. As a result, the demand for English language instruction increased as people needed to communicate with international partners and clients. Furthermore, the fall of the Soviet Union also led to an increase in the number of international companies and

organisations operating in the region, which also led to an increased need for English language proficiency among professionals and employees.

Therefore, the collapse of the Soviet Union led to a shift in the importance and teaching of English in the newly independent states. The countries recognized the importance of English as a global language for business and economic development and implemented policies to increase its prominence in the education system. Additionally, the increased international travel and exchange programs, as well as the presence of international organisations, also led to an increased demand for English language proficiency. English has also influenced the Russian language through TV and social media. The influence of English on Russian slang has been especially significant, with many new words and expressions being borrowed from English (Gracheva, 2017).

Also, there is evidence showing that the number of anglicisms grew considerably since the collapse of the USSR till the end of the 00's. The number of English loanwords in Russian dictionaries has grown from 673 at the beginning of the nineties in the last century to 1500 at the end of the first decade of the current century (Vorobjeva, 2009).

Consequently, the influence of the English language on Russian is undeniable. The term “anglicism” is used to refer to words, phrases, or grammar structures that have been borrowed from the English language and integrated into another language. In the case of Russian, anglicisms have been present in the language for several decades and have been the subject of much debate and discussion (Hickey, 2012; Klimenko & Pereltsvaig, 2020; Proshina, 2015).

Aminova (2017) states that a large number of Russian borrowings came into the English language in the 16<sup>th</sup> century, which was a time of growing Russian-English trade and political relations. Many such words concerned traded goods. It means that the main age of borrowing of Russian words by English occurred around a few centuries ago, not nowadays. This process was connected to the developing trade between England and Russia.

However, Russian also started to borrow English words around this time, and it later intensified due to the prevailing positions of the English-speaking countries. Consequently, the first wave of anglicisms in Russian can be traced back to the 19<sup>th</sup> century, when the country was in a

period of rapid modernization and was looking to the West for inspiration. The influence of English on Russian was primarily seen in the areas of technology, science, and commerce (Ivleva, 2017). However, it was not until the Soviet era that the use of anglicisms in Russian truly began to take off. During this time, the Soviet government actively encouraged the use of anglicisms in order to demonstrate the country's progress and modernity. As a result, many words and phrases from English were adopted into the Russian language, often with slight modifications to fit the phonetic and grammatical structure of the language.

Today, the use of anglicisms in Russian continues to be a topic of discussion and debate (Nesterova & Pavlenko, 2019). On the one hand, there are those who argue that the incorporation of English words and phrases into Russian is a natural process that has occurred throughout the history of language. They argue that anglicisms can help to make the language more expressive and dynamic, and can help to keep it up-to-date with the latest developments in technology and science. On the other hand, there are those who believe that the use of anglicisms in Russian is a sign of the country's linguistic and cultural decline. They argue that the proliferation of English words and phrases in the language is a result of a lack of pride in the Russian language and culture, and that it is a threat to the preservation of the language (Ter-Minasova, 2000).

The influence of English on the Russian language is a topic of significant interest to researchers (Nesterova & Pavlenko, 2019). One area of particular interest is the use of anglicisms in the media, including newspapers, magazines, and online sources. A number of studies (Nesterova & Pavlenko, 2019) have examined the frequency and prevalence of anglicisms in Russian media, as well as the factors that influence their use. These studies have found that anglicisms are increasingly common in the Russian media, particularly in certain fields such as business, technology, and entertainment.

According to Pavlenko (2019), anglicisms are particularly common in the fields of business, technology, and entertainment. The study also identified several factors that influence the use of anglicisms, including the age and education level of the target audience, the source of the information, and the context in which the anglicism is used.

Another study by Nesterova (2019) examined the causes, effects, and attitudes towards anglicisms in the Russian language. The study found that the use of anglicisms is often seen as a symbol of modernity and innovation, particularly among younger generations. However, the study also found that some people view the use of anglicisms as a threat to the purity of the Russian language, and that the overuse of anglicisms can lead to confusion and misunderstanding.

Overall, Nestorova (2019) suggests that the use of anglicisms in the Russian media is becoming increasingly common, particularly in certain fields such as business, technology, and entertainment. While the use of anglicisms is often seen as a symbol of modernity and innovation, it can also be a source of controversy and debate among some Russian speakers.

Overall, the use of anglicisms in Russian is a complex issue that is influenced by a variety of factors. While it is clear that the influence of English on Russian has been present for several decades, the extent to which it is a positive or negative development is a matter of perspective. Ultimately, the question of whether or not the use of anglicisms in Russian is a problem will likely continue to be debated for many years to come.

The main aim of the current research is to define the level of knowledge and use of anglicisms among Russian speakers in Estonia to inform English language learning and teaching. The research questions are:

- 1) How well do Russian-speaking youths in Estonia aged between 14 and 30 comprehend the meanings of anglicisms that have emerged in Russian since 1985?
- 2) Do Russian-speaking youths in Estonia aged between 14 and 30 use anglicisms in their speech?
- 3) What is the attitude of Russian-speaking youths in Estonia aged between 14 and 30 to anglicisms in Russian?

## **CHAPTER I: REVIEW OF THE LITERATURE ON ANGLICISMS IN THE RUSSIAN LANGUAGE AND THE FACTORS THAT INFLUENCE THEIR USE**

### **1.1 Contemporary interaction between the English and Russian languages**

The interaction between English and Russian can be traced back to the early days of trade and diplomacy between the two countries (Smith, 2020). As two of the most widely spoken languages in the world, English and Russian have had a significant impact on each other in terms of culture, business, and politics.

One of the most notable examples of the interaction between English and Russian is the influence of English on the Russian language. English words and phrases have been adopted into Russian, particularly in the areas of technology, science, and business (Jones, 2015). For example, the Russian word for “computer” is “компьютер”, which is a transliterated loanword from English. Similarly, many English words and phrases related to business, such as “marketing” and “merchandising” are used in Russian without translation.

In terms of culture, English and Russian literature have had a significant impact on each other. Many famous Russian authors, such as Dostoevsky and Tolstoy, have been translated into English and have had a significant influence on English literature (Brown, 2012). Similarly, many English authors, such as Shakespeare and Dickens, have been translated into Russian and have had a significant influence on Russian literature (Taylor, 2019).

In terms of politics, the interaction between English and Russian has been complex and often fraught with tension. During the Cold War, the two countries were often at odds with each other, and the use of English and Russian as languages of diplomacy often reflected this tension. However, in recent years, there have been efforts to improve relations between the two countries, and the use of English and Russian in diplomatic interactions has become more common (Yermolova, 2020).

According to Gumenyuk (2019), the use of anglicisms in modern Russian media, including social media, print media, and TV news, is becoming increasingly common. This opinion is

confirmed by the study conducted by Pavlenko (2017). It analysed the use of contemporary English-language borrowings in Russian online media and found that modern English borrowings are often used to specify meanings that are currently not expressible in Russian by the tools, such as lexemes or word-formation, the language has now.

Consequently, the interaction between English and Russian has been significant and multifaceted. The two languages have had a significant impact on each other in terms of culture, business, and politics. As two of the most widely spoken languages in the world, English and Russian will continue to interact and influence each other in the future.

## **1.2 Key tendencies pertaining to anglicisms in the Russian language**

The lexical tendencies that characterise the process of borrowing between English and Russian tend to be of a universal character. According to Janurik (2009), there are such linguistic and extralinguistic motivations for borrowing as:

- 1) The lack of equivalent: a term is absent in a language. The fact of the absence of a term conditions the necessity to borrow this term from another language. The key terms that Russian borrows from English are often of technical character (smartphone, computer, etc.). Pavlenko (2017) analyses the use of contemporary English-language borrowings in Russian online media, such as news websites, blogs, and social media platforms. The study shows that English borrowings are frequently used to convey new or specific meanings that may not be easily expressed in Russian.
  
- 2) Differentiation of meanings: there are loanwords that express specific shades of meaning. The aim of such borrowings is to differentiate between meanings of words. For example, in the context of Russian and English, one of the borrowings that are to differentiate the meaning is “killer” (киллер). The shade of meaning of this English loanword in Russian is to demonstrate that the murders have been committed for a charge. Juhász (2016) presents a corpus-based study of the use of anglicisms in the Russian media, with a focus on their usage in print media and television news. On the

basis of the study it can be concluded that English borrowings are often used in the media to convey specific meanings or to create a certain tone or style.

- 3) Economy of expression: there are loanwords that are borrowed to reduce the time used for pronouncing words. One of the examples that occurs in Russian from English is arm wrestling (армреслинг) that replaces the longer phrase in Russian “борьба на руках”.
- 4) Terminological features: this reason for borrowing is caused by technological innovations made in other countries and on the basis of other languages, which is a more specific case of reasons one or three above. An example of that is the word “computer” (компьютер) that has replaced the phrase “электронно-вычислительная машина” in the Russian language.
- 5) Psycholinguistic and sociolinguistic factors: the use of foreign elements gives professionals an opportunity to prove their insider status and competence (Janurik, 2009). Therefore, the spread of anglicisms might be connected to fashion that dominates all aspects of civil society. Nesterova (2018) explores the causes and effects of the use of anglicisms in the Russian language, with a focus on their usage in the media. The study shows that the use of English borrowings in the media is often seen as a way to demonstrate modernity and sophistication.
- 6) The desire to be innovative: to fulfil the communicative function of the language, its lexicon has to be constantly renewed. New words of foreign origin are capable of increasing expressivity because of their attractive novelty (Janurik, 2009).

Borrowing from English into Russian refers to the incorporation of English words into the Russian language. This can occur through various means, such as direct transliteration and adaptation of loanwords to fit the phonological and grammatical rules of Russian. Some examples of English words that have been borrowed into Russian include “компьютер” (computer), “джинсы” (jeans), and “баскетбол” (basketball). However, it is important to note

that not all English words are accepted easily in the Russian language, and it may depend on the context and usage. Both English and Russian have borrowed many words from each other over the years, with Russian borrowing more words from English in recent times.

Borrowed words are adapted to fit the phonetic and grammatical rules of the target language. For example, the English word “telephone” is adapted to “телефон” in Russian. The important aspect of the adaptation of English loanwords in the Russian language is that Russian does not use the Latin alphabet. In addition, phonetic systems of these two languages are quite different. The English vowels include around 20 phonemes (Wood, 2019), while Russian includes only around 5 vowel phonemes.

Another form of borrowing are translation loans or calques. A calque is a word taken from one language and translated in a literal or word for word way to be used in another (Cambridge Dictionary, 2023). Examples of English-Russian calques include “computer mouse” (компьютерная мышь) and “email address” (адрес электронной почты).

Abbreviations can also be borrowed from one language into another. According to the Oxford Dictionary (2023), abbreviation is a short form of a word. English and Russian both use a lot of abbreviations. Examples of English abbreviations borrowed into Russian include “SMS” (смс) and “LOL” (лол).

Russian has borrowed quite a few slang words from English. According to the Oxford Dictionary (2023), slang is very informal words and expressions that are more common in spoken language, especially used by a particular group of people, for example, teenagers, criminals, soldiers, etc. Both English and Russian have a lot of slang words and phrases that are used in informal communication. Examples of English slang words borrowed into Russian include “cringe” (кринж) and “creepy” (криповый). It is stated that in recent years the English language has been considered to be the dominating source for Russian slang (Kubayeva, 2021).

### **1.3. The use of anglicisms by Russian speakers in Estonia**

English is widely used as a foreign language in Estonia due to the country’s strong emphasis on internationalisation and its membership in the European Union (Kalmus & Pruulmann-

Vengerfeldt, 2017). Consequently, English has become a widely spoken and understood language in Estonia, as it is considered a “world language” due to its widespread use in international communication and commerce. This has led to an increased emphasis on teaching and learning English in Estonian schools and universities.

There are several reasons why English has become so important in Estonia. One is the country’s increasing integration into the global economy. As a member of the European Union, Estonia conducts a significant amount of trade with other EU countries, many of which use English as their primary language for international business. Additionally, many Estonian companies have international partners and clients, making English a necessary language for conducting business.

Another reason for the importance of English in Estonia is the country’s growing tech sector. Many Estonian tech companies, such as Skype and TransferWise, have a global reach and require their employees to be proficient in English. Additionally, many international tech companies have opened offices in Estonia, leading to an increased demand for English-speaking workers.

The Estonian government has also recognised the importance of English and has made efforts to improve language education in the country. The Ministry of Education and Research has implemented a national curriculum that emphasises English language instruction, and many schools now offer English as a first foreign language. Additionally, there is a wide variety of English language courses and programs available for both children and adults.

Consequently, English has become an important language in Estonia due to the country’s increasing integration into the global economy, growing tech sector and the recognition of the importance by the government of language education. As a result of these factors, proficiency in English is highly valued in Estonia and is seen as a key skill for success in the country’s economy.

Anglicisms are words or phrases borrowed from the English language and used in other languages (Oxford Dictionary, 2023). In Estonia, where both English and Russian are spoken, it is common for anglicisms to be used in both languages. This can happen through direct

borrowing of English words, or through the use of English words interchangeably with Russian in Russian language contexts (i.e., code-switching). The use of anglicisms in Estonian Russian language reflects the influence of English as a global language and the increasing use of English in business and technology.

The influence of English on Russian in Estonia can also be seen in the use of loanwords in the media and advertising. English words are often used to give a sense of modernity and innovation, such as “smartphone” or “smartwatch”. Similarly, the use of English words in advertising can give a sense of prestige and exclusivity, such as “luxury” or “premium”.

The interaction between the English language and Russian speakers in Estonia in terms of anglicisms is likely to be influenced by a number of factors. One of them is education: in Estonia, English is frequently taught as a second language, and many Estonians who are native Russian speakers have taken English classes in school or university. Because of their schooling, they were probably exposed to a lot of English words and may now use them in their regular speech.

Another factor is media: English-language media, such as films, television shows, and music, is widely available in Estonia and is likely to have an impact on the language used by Russian speakers. They may adopt anglicisms from the media they consume.

Business: English is considered the international language of business and is often used in business communication. Russian speakers in Estonia who work in international companies or have international clients may use anglicisms in their professional lives.

Internet: the internet is a global medium and English is the most commonly used language on the internet. Many Russian speakers in Estonia may use anglicisms in their online communication as well.

The use of anglicisms by Russian speakers in Estonia is a reflection of the globalised world we live in and the pervasive influence of the English language. While it is important to preserve the Estonian language and culture, the use of anglicisms can also bring benefits such as

increasing the expressiveness of the language and facilitating communication with the international community.

Therefore, it can be concluded that the study of anglicisms in Russian in Estonia, and anglicisms used in media in particular, can provide valuable insights for language educators and learners on the appropriate use of anglicisms in the Russian language. Also, the study of anglicisms in Russian in Estonia can contribute to linguistic research and theory-building in the fields of sociolinguistics, language contact, and language change. Moreover, the study of anglicisms can provide valuable insights into language acquisition processes and the factors that influence learners' comprehension and use of loanwords. This can help teachers to design language instruction that builds on learners' existing knowledge of English and Russian.

To conclude, it appears important to define the level of the general knowledge of anglicisms among Russian speakers in Estonia to facilitate English language teaching and learning, avoid misinterpretations, and help learners develop a deeper appreciation for the linguistic and cultural heritage of both languages. The information might also be used to compile a list of often misused loanwords that students who speak Russian could have trouble understanding for English language teachers. This information can help teachers to create targeted vocabulary-building activities to improve learners' comprehension and use of these words.

## **CHAPTER II: ANGLICISMS IN THE SPEECH OF THE RUSSIAN-SPEAKING YOUTH IN ESTONIA**

### **2.1 Description of the survey**

The current research aims at collecting data in order to answer the following research questions:

- 1) How well do Russian-speaking youths in Estonia aged between 14 and 30 comprehend the meanings of anglicisms that have emerged in Russian since 1985?
- 2) Do Russian-speaking youths in Estonia aged between 14 and 30 use anglicisms in their speech?
- 3) What is the attitude of Russian-speaking youths in Estonia aged between 14 and 30 to anglicisms in Russian?

The results of the survey may be of value for the purposes of:

- 1) Raising awareness: the questionnaire responses can be used to highlight the prevalence of anglicisms in the modern Russian-speaking media in Estonia and their potential misuse. This can help raise awareness among students about the importance of using English loanwords appropriately and also maintaining the integrity of the Russian language.
- 2) Vocabulary learning: the questionnaire responses can be used to identify the most commonly misused anglicisms in the Russian language and to create targeted vocabulary-learning activities for students. These activities can include exercises such as matching the correct definition of the word, filling in the blanks with the correct word, and using the word in context.
- 3) Analysis of language use: the questionnaire responses can be used to analyse the language use of young Russian-speaking speakers in Estonia and to identify common errors or areas of difficulty. This can help teachers design activities that target these specific areas and help students improve their English language skills.

- 4) Cultural awareness: the questionnaire responses can be used to highlight the cultural differences between English and Russian and to promote cultural awareness and sensitivity among students. This can include discussions about the impact of language use on cultural identity and the importance of preserving one's cultural heritage.

The field of anglicisation of the Russian language selected for the research is the media. The media refers to the main ways that large numbers of people receive information and entertainment, that is television, radio, newspapers and the internet (Oxford Dictionary, 2023). The media is considered as the fourth pillar of democracy, playing a vital role in shaping public opinion and informing citizens about current events and issues. It can be categorised as either traditional or new, with traditional media including print and broadcast outlets, while new media encompasses digital and online platforms.

The questionnaire included the same questions both in Russian and English and was conducted anonymously using the Google Forms platform. This online form allows for data collection from a variety of locations and the involvement of as many participants as possible, and also, since the online form is accessible exclusively to those who possess computer and internet access, it filters out individuals who do not use the internet or social media platforms. The total number of the respondents who took part in the survey were 44 speakers of Russian living in Estonia aged between 14 and 30.

The questionnaire included the following parts:

Section I: Demographic Information. As the research has definite demographic limits, the section is aimed to restrict respondents who are not eligible for the survey. Also, the section provides additional data for the subsequent analysis.

Section I: Demographic Information

What is your age?

What is your sex?

What is your level of education?

Section II: Identification of Anglicisms. This section is intended to give some insight into a respondent's common knowledge about anglicisms connected to the media in the Russian language among Russian speakers in Estonia. The questions are aimed to check a respondent's awareness of anglicisms in Russian. The proposed anglicisms have been selected in accordance with the thematic groups to analyse several fields of the respondents' knowledge and proficiency.

## Section II: Comprehension of Anglicisms

Do you know what the following words and phrases mean? (Yes/No)

The first subgroup of words in this section includes the anglicisms connected primarily to social media, digital communication, and online content creation. The anglicisms are used to describe various aspects of online communication, social media marketing, content creation, and digital culture:

Selfie (селфи)

Hashtag (хэштег)

Vlog (влог)

Blog (блог)

Influencer (инфлюенсер)

Stream (стрим)

Mainstream (мейнстрим)

Scrolling (скроллинг)

PR (пиар)

Content (контент)

The second subgroup includes the anglicisms that are primarily connected to business, management, and commerce. The anglicisms represent concepts that are commonly used in entrepreneurship, marketing, and management.

Startup (стартап)

Marketing (маркетинг)

Manager (менеджер)

Target (таргет)  
Deadline (дэдлайн)  
Workshop (воркшоп)  
Coach (коуч)  
Experience (экспириенс)  
Price list (прайс-лист)  
Voucher (ваучер)

The third subgroup includes anglicisms that are primarily connected to technology, gaming, and entertainment. The anglicisms represent concepts that are commonly used in the context of digital devices, software development, and creative media.

Skill (скил)  
Bug (баг)  
Upgrade (апгрейд)  
Gadget (гаджет)  
Restart (рестарт)  
Spoiler (спойлер)  
Remake (ремейк)  
Soundtrack (саундтрек)  
Device (девайс)  
Challenge (челлендж)

Have you heard the following English words or phrases used in Russian conversations or media? (Yes/No)

Cringe (кринж)  
Chill (чил)  
Please (плиз)  
Nice (найс)  
Crush (краш)  
Really (рили)  
Noob (нуб)  
Gender (гендер)

## Bullying (буллинг)

Section III: Usage. The section is aimed to determine a respondent's deeper knowledge about terms connected to media anglicisms in Russian. In the section, a respondent is required to be able to explain terms, which is considered to be more complicated, because the ability to explain better demonstrates the understanding of a word and is more likely to demonstrate a real level of a respondent's comprehension and usage of anglicisms.

### Section III: Usage

Do you use any English words or phrases in your daily conversations or written communication such as social media or email? (Yes/No)

If yes, which English words or phrases do you use most frequently?

Have you heard or used the following English words in Russian conversations or media?

Section IV: Attitudes towards Anglicisms. The aim of the section is to provide the data connected to a respondent's attitude towards the tendency of the growth of anglicisms in the Russian language. The data might be useful because the awareness of speakers' attitude towards a tendency in a language might be used in teaching the language as learners' attitudes to the language and their motivation can affect their ability to learn.

### Section IV: Attitudes towards Anglicisms

What is your attitude towards using anglicisms in formal communication in Russian?  
(Positive/Negative/Neutral)

What is your attitude towards using anglicisms in informal communication in Russian?  
(Positive/Negative/Neutral)

Do you feel that it is necessary to use Anglicisms in order to be seen as modern and progressive? (Yes/No/No opinion)

Do you think using anglicisms decreases the proficiency of the Russian language? (Yes/No/No opinion)

Section V: The Use of Social Media. The aim of the section is to define what social media resources in respondent's opinion tend to have more anglicisms. The two questions in this section may help to propose more exact information on what social media might be used to teach English.

## Section V: The Use of Social Media

In which social media do you deal with anglicisms in Russian most frequently?

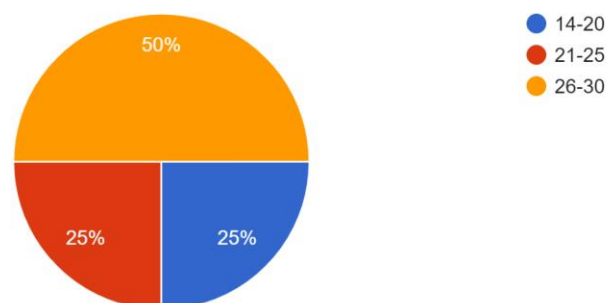
In which social media do you use anglicisms in Russian most frequently?

This questionnaire can provide insights into the level of awareness and use of modern anglicisms in Russian. The answers can be analysed to determine how different demographic groups perceive anglicisms, which anglicisms are most commonly used, and how the use of anglicisms is viewed by the respondents. The questionnaire can be modified or expanded upon to suit the needs of the research.

## 2.2 Survey results

### 2.2.1 Section I: Demographic Information

Your age / Возраст  
44 ответа



*Figure 1. Age of the survey participants*

On the basis of data presented in Figure 1, it can be stated that 50 per cent of the respondents are 26 to 30 years of age. Consequently, the conclusion of the research is supposed to tend to refer mostly to people of this age.

#### Education / Образование

44 ответа

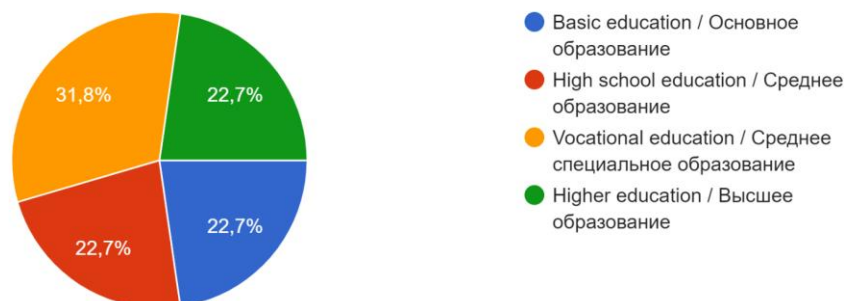


Figure 2. Education of the survey participants

The data given in Figure 2 demonstrate that the respondents have obtained different levels of education. Therefore, on the basis of Figure 2 it might be concluded that the responses given by the respondents are not influenced by education because there is approximately an equal share for each level of education in the questionnaire. However, it is important to emphasise that the share of the respondents whose education is vocational is highest and equals 31.8 per cent.

### 2.2.2 Section II: Comprehension of Anglicisms

Choose the words and phrases you know in Russian / Выберите слова, которые вы знаете в русском языке

44 ответа

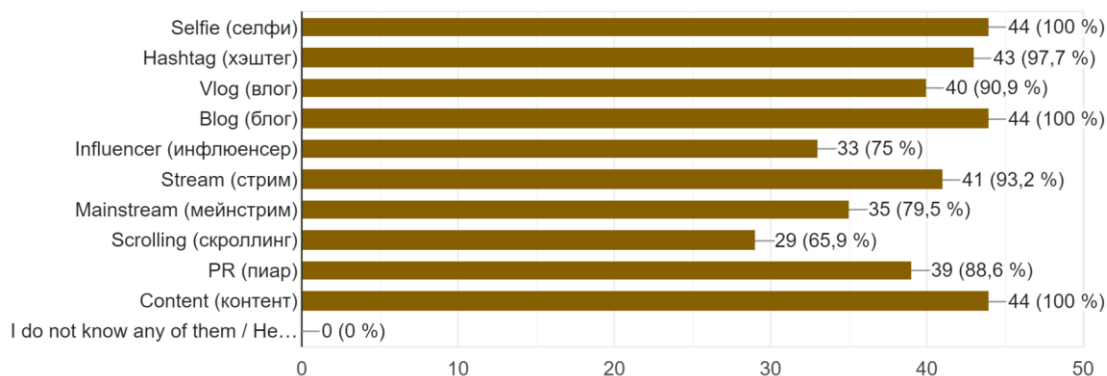


Figure 3. Knowledge of social media anglicisms

The data that have been collected in Figure 3 can be interpreted to state that Russian-speaking people aged between 14 and 30 in Estonia are extremely aware of anglicisms connected to social media, digital communication, and online content creation. The conclusion has been made according to the average number that is aimed to demonstrate the respondents' knowledge of the anglicisms connected to the topic, which is 89.08 per cent on average.

The data might evidence that during teaching English to Russian-speaking students in Estonia an English language teacher can be certain that the proficiency of the students on social media is extremely high. Consequently, the focus of teaching can be easily shifted to other topics that might cause difficulties to the students.

Also, it should be noted that the anglicisms that are considered to be known by Russian-speaking students include selfie, blog, and content. The anglicisms that might complicate the learning process are influencer, mainstream and scrolling.

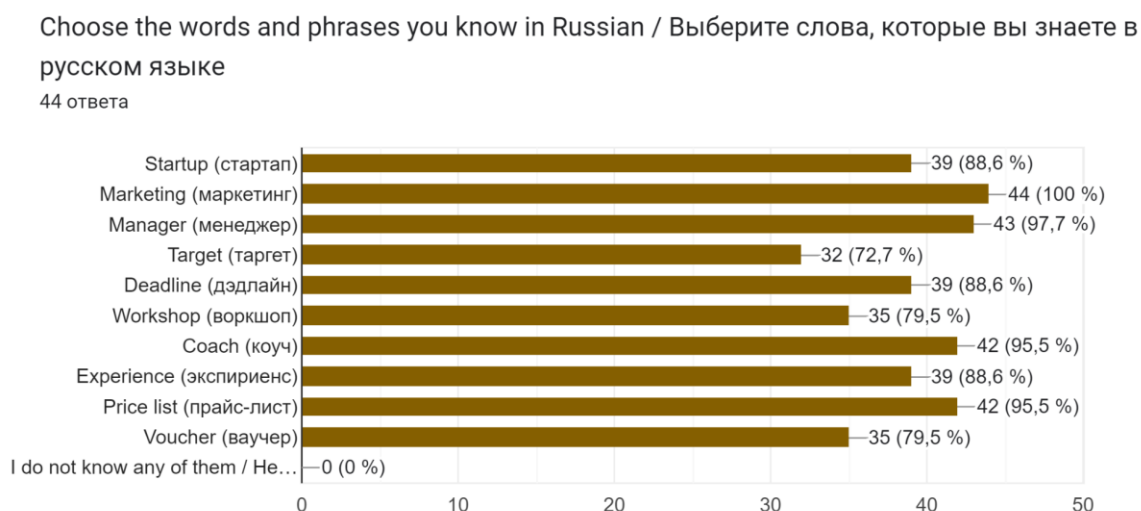


Figure 4. Knowledge of business-related anglicisms

The data presented in Figure 4 mostly concern the respondents' knowledge of the anglicisms connected to business, management, and commerce. What might be concluded from the chart is that on average 88.62 percent of the given anglicisms connected to entrepreneurship, marketing, and management are used or known by the respondents in Russian. This fact might

be evidence that the sphere of business vocabulary in Russian is actively influenced by the English language. As a result, while teaching English a teacher should anticipate that learning vocabulary connected to the topic is supposed not to cause any difficulties to Russian-speaking students in Estonia. However, it is important to mention that there are still such business-related anglicisms that might complicate the learning process (e.g., target, workshop, voucher).

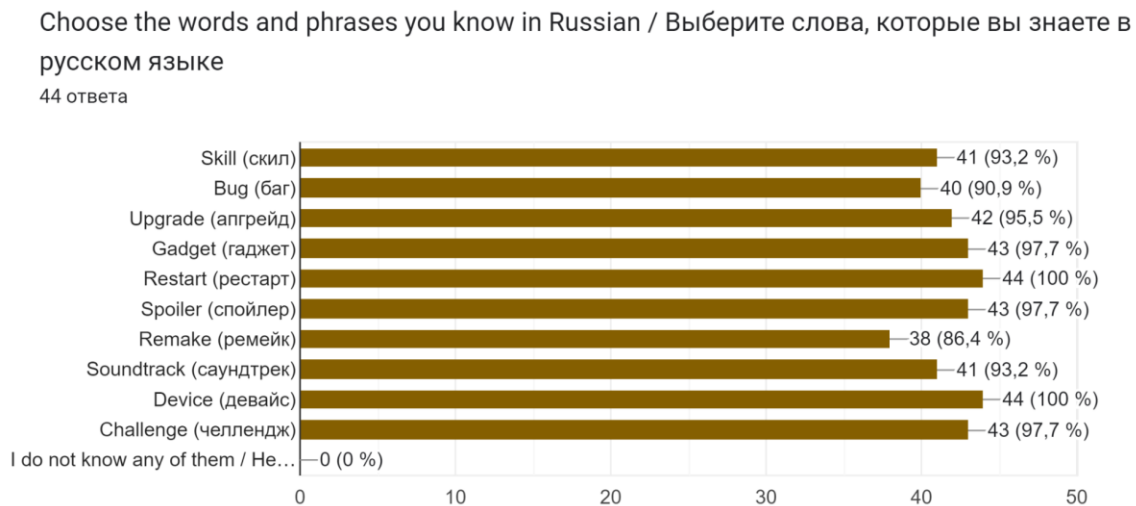


Figure 5. Knowledge of technology and entertainment-related anglicisms

According to Figure 5, the respondents use anglicisms that concern technology, gaming, and entertainment in Russian most actively (95.23 per cent on average). Therefore, it can be concluded that in comparison to the anglicisms that concern social media and business, entertainment anglicisms are most involved in the Russian language. It also can be stated that Russian entertainment vocabulary is most actively influenced by the English language.

### 2.2.3 Section III: Usage of Anglicisms

Have you heard or used the following English words in Russian conversations or media? / Вы слышали или употребляли эти слова в разговоре или в медиа на русском языке?

44 ответа

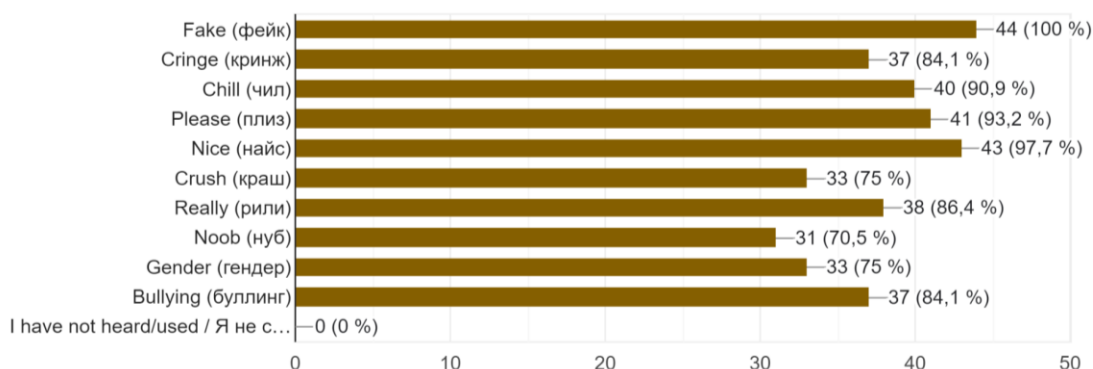


Figure 6. Usage of anglicisms in media

The data given in Figure 6 tend to demonstrate that the level of the use of anglicisms among the respondents is also high. Therefore, the survey data have repeatedly provided the numbers that might be evidence that the use of the students' knowledge of anglicisms while teaching English to Russian-speaking students is justified.

### 2.2.4 Section IV: Attitude towards Anglicisms

What is your attitude towards using anglicisms in formal communication in Russian? Как вы относитесь к использованию англицизмов в деловом общении на русском языке?

44 ответа

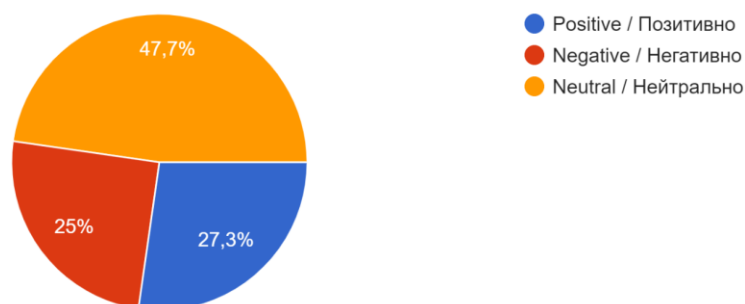
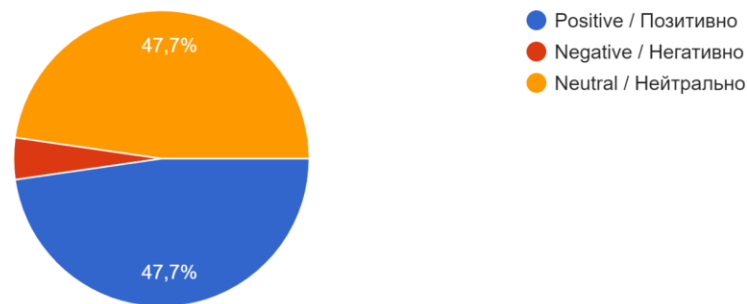


Figure 7. Attitudes to anglicisms in formal communication

What is your attitude towards using anglicisms in informal communication in Russian? Как вы относитесь к использованию англицизмов в неформальном общении на русском языке?

44 ответа



*Figure 8. Attitudes to anglicisms in informal communication*

Figures 7 and 8 above demonstrate the respondents' attitude towards anglicisms in the Russian language. It is important to emphasise that the number of the respondents whose attitude towards using anglicisms in both formal and informal communication in Russian is neutral is equal (47.7 per cent). Also, the data of the charts indicate that the respondents are more predisposed to using anglicisms in Russian in informal rather than formal communication: 47.7 percent of the respondents support anglicisms in informal communication in Russian, while only 27.3 percent of the respondents express a positive attitude towards anglicisms in formal communication in Russian. Consequently, a possible conclusion that might be made is that Russian-speaking students in Estonia tend to approve of using anglicisms in informal communication more. As a result, it might mean that if an English language teacher in Estonia chooses to use anglicisms that have already emerged in the vocabulary of the Russian language to teach English to Russian-speaking students, the teacher should consider that the students tend to utilise rather informal anglicisms.

## 2.2.5 Section V: The Use of Social Media

In which social media do you deal with anglicisms in Russian most frequently? В каких социальных медиа вы встречаете англицизмы чаще всего?

45 ответов

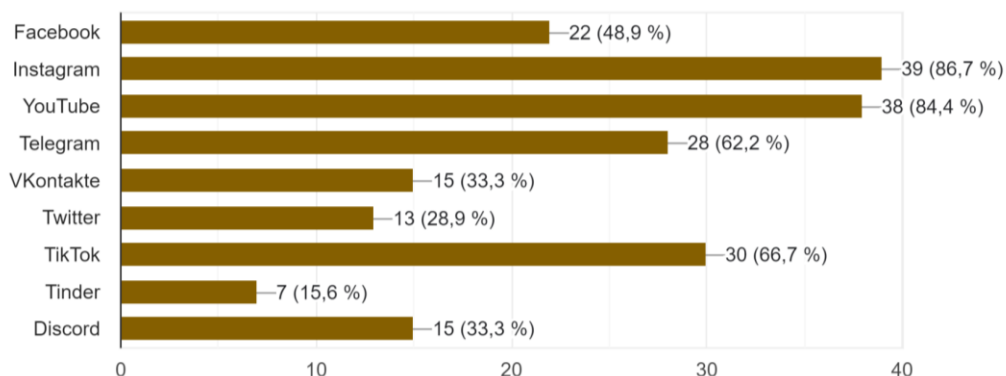


Figure 9. Encountering anglicisms in social media

In which social media do you use anglicisms in Russian most frequently? В каких социальных медиа вы используете англицизмы чаще всего?

45 ответов

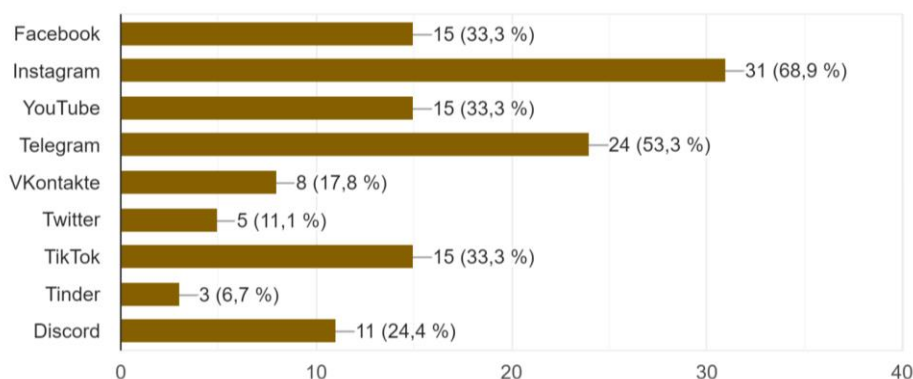


Figure 10. Using anglicisms in social media

According to the collected data presented in Figure 9, the respondents face and deal with anglicisms in Russian most frequently in the following networks: Instagram (86.7 percent), YouTube (84.4 percent) and TikTok (66.7 percent). According to the data given in Figure 10, the respondents use anglicisms on Instagram (68.9 percent), Telegram (53.3 percent), and TikTok (33.3 percent) most frequently. On the basis of these data, a possible conclusion might be that if a teacher's task is to improve the students' comprehension and use of English words, it might be a good idea to involve Instagram, YouTube, Telegram and TikTok into the learning process.

## **CONCLUSION**

To conclude, the importance of the English language in Estonia has increased, which results in the local Russian-speaking students' awareness of anglicisms in the Russian language. The conducted research has confirmed this tendency. Consequently, the tendency has been studied and described in the work on the basis of the collected data.

The first theoretical part of the thesis is aimed at providing an overview of the impact of English on Russian vocabulary, the process of borrowing from English into Russian, and the contemporary position of the English language in Estonia. The practical part of the thesis is aimed at gaining insight into the current knowledge and use of anglicisms by Russian speaking youth in Estonia via a survey.

The results of the survey demonstrate that Russian-speaking youth (aged 14-30) in Estonia know many anglicisms and actively use anglicisms in the Russian language. They also have a mostly positive or neutral attitude toward using anglicisms in Russian. They also encounter and use anglicisms mostly on such social media platforms as Instagram, YouTube, TikTok and Telegram. The data of the survey may be of value to English teachers of Russian-speaking learners of English in Estonia.

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## SUMMARY IN ESTONIAN

Käesoleva bakalaureusetöö teema on “ANGLITSISMIDE KASUTAMINE KAASAEGSES VENEKEELSES SOTSIAALMEEDIAS EESTIS 14-30-AASTASTE KÕNELEJATE POOLT”. Uurimistö peamiseks uurimisobjektiks on vene keelt emakeelena kõnelevate noorte inglise keele sõnade arusaamine ja kasutamine vene keeles.

Bakalaureusetöö koosneb sissejuhatusest, kahest peatükist ja kokkuvõttest. Sissejuhatuses antakse ülevaade inglise ja vene keelte ajaloolisest vastastikmõjust. Esimene peatükk on pühendatud inglise keele ja inglise keele sõnavara kaasaegsele mõjule vene keelele. Teine peatükk on pühendatud empiirilisele uuringule ja selle uuringu tulemuste analüüsile.

Selle uurimise põhjal võib väita, et vene emakeelega noored Eestis on teadlikud inglisekeelsetest sõnadest vene keeles üsna kõrgel tasemel, kasutavad ise inglise keelest pärinevaid sõnu vene keeles, ning suhtuvad anglitsismide kasutamisse vene keeles enamasti positiivselt või neutraalselt.

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