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English language internationalization based on the world globalization processes

Інтернаціоналізація англійської мови на тлі світових глобалізаційних процесів

Summary. *World globalization processes have affected the use of the English language in the world. The modern means of instant information dissemination have contributed to the rapid internationalization of the English language. The process has brought the intercultural communication to a new level. The research in the field of communication between the representatives of different cultures, where the main role is played by the English language, is becoming more and more relevant. Considering the fact that the number of the English loanwords in many world languages has increased, the issue of internationalization of the language, which is due to intercultural interaction, becomes important. The emergence of the new linguistic phenomenon – the international English language – promotes the spread of the English language use in such areas as mass media, advertising, film industry, pop music, tourism, international business, etc. In the work, the linguistic analysis of the English loanwords has been carried out and the comparative analysis of the borrowing process in the Ukrainian language has been conducted over a period of time in order to identify the acquisition of the English language as a means of international communication. The characteristics of the English loanwords in the Ukrainian language of the 21st century is one of the aspects of identifying the process of English internationalization. The impact of the English language on the international communication has been studied. The task of the article is to determine the peculiarities of the English loanwords use and to analyze the consequences of the the English language spread in the world based on the development of the Ukrainian language at the beginning of the 21st century. The main hypothesis of the study was the tendency to increase the English loanwords use in the Ukrainian media space. Considering the language of mass media, the number of the loanwords used in it during the certain time in 2017 and in 2022 the globalization process has been characterized. The specified linguistic phenomenon was analyzed in three media spaces, such as the determined number of the loanwords in the news blocks, entertainment programs and commercials. The conducted linguistic experiment has confirmed the*

hypothesis, which indicates the intensity of the process of the English language internationalization in the world.

Key words: *loanwords, globalization, intercultural communication, internationalization, media space, linguistic experiment.*

Анотація. *Світові глобалізаційні процеси вплинули на використання англійської мови у світі. Сучасні засоби миттєвого поширення інформації сприяли стрімкій інтернаціоналізації англійської мови. Процес вивів міжкультурну комунікацію на новий рівень. Усе більшої актуальності набувають дослідження в області спілкування між представниками різних культур, де головну роль відіграє англійська мова. Зважаючи на те, що кількість англійських запозичень у багатьох світових мовах збільшилась, актуальним стає питання щодо інтернаціоналізації мови, що обумовлено міжкультурною взаємодією. Поява нового лінгвістичного феномену – міжнародної англійської мови – сприяє поширенню вживання англійської мови в таких сферах, як: засоби масової інформації, реклама, кіноіндустрія, поп-музика, туризм, міжнародний бізнес тощо. У роботі здійснено лінгвістичний аналіз англійських запозичень та проведено порівняльний аналіз процесу запозичення в українській мові на конкретному проміжку часу з метою виявлення набуття англійської мови ролі засобу міжнародної комунікації. Характеристика англійських запозичень в українській мові XXI століття є одним з аспектів виявлення процесу її інтернаціоналізації. Досліджено вплив англійської мови на виведення міжнародної комунікації на новий рівень. Метою статті є визначення особливостей уживання англійських запозичень та аналіз наслідків поширення англійської мови у світі на прикладі розвитку української мови на початку XXI століття. За основну гіпотезу дослідження було взято тенденцію щодо збільшення використання англійських запозичень в українському медійному просторі. На основі мови засобів масової інформації було охарактеризовано кількість використаних запозичень на певному проміжку медійного часу у 2017 році та у 2022 роках. Зазначене лінгвістичне явище проаналізовано у трьох медійних просторах, а саме визначена кількість запозичень у блоці інформаційних новин, розважальних програмах та рекламі за одну годину. Проведений лінгвістичний експеримент підтвердив гіпотезу, що говорить про інтенсивність процесу інтернаціоналізації англійської мови у світі.*

Ключові слова: *запозичення, глобалізація, міжкультурна комунікація, інтернаціоналізація, медійний простір, лінгвістичний експеримент.*

Introduction. The processes of globalization have brought the intercultural communication to a new level. The research in this field is becoming increasingly important. The contacts of English as an intercultural language are studied according to the reflection of the different cultures in it [5, p. 38]. The role of English in the modern world reveals the globalization concept and the place of this language in the global communication.

At the beginning of the XXI century all the ethnic languages face the problem of necessity to process and broadcast the huge information array.

The demand of the new nominations began to be satisfied due to the intensive influx of the English loanwords. This is not only the facilitated access to the modern achievements in various fields of knowledge, but also to the ethnic community in the world civilizational context [8, p. 557].

The development of technologies leads to the acceleration of the pace of globalization, and interconnection and cooperation are becoming the key global trends. Economic, political and ideological boundaries are beginning to blur between countries and they have started the process of the global integration.

In the current conditions of linguistic globalization, it is necessary to identify the mechanisms of the language development, to study the evolutionary changes in this field connected to the mankind history [2, p. 4]. It will allow to predict the prospects for the further languages evolution, to characterize the world language situation. Whereas the intercultural competence is a set of knowledge, skills, and abilities common to all the participants in the dialogue, which are necessary for the mutual understanding in the process of intercultural communication.

The topicality of the issue under research can be proven by its being studied in a number of scientific works, among which are the works by David Crystal, (the role of English in the global communication), Joshua Fishman (English in the context of international societal bilingualism), Ulrich Ammon (the effects of English on other languages), Juliane House (multilingual communication). In the studies of Rainy Rubby the terms international English and English lingua franca are interchanged, because, as Mario Saraceni writes, regardless of the origin of the participants in relation to the English language, the object of study is one transnational and deanglicized language [10, p. 135].

Many studies are devoted to the role of the English language in the processes of world globalization. However, the scholars do not highlight the problems connected with the processes of internationalization of the English language, focusing on its functioning in a specific language over a certain period of time.

The purpose of the study is to show the peculiarities of the globalization mechanism of the English language and its internationalization features.

The tasks of the research are:

- 1) to characterize the trends of English loanwords use in the Ukrainian language at the beginning of the 21st century taking into account their functioning in the media discourse, namely its use on television during the period of five years;
- 2) to analyze the processes of the English language internationalization.

Methodology. To solve such a complex issue the comparative analysis of the language situation has been made.

The study was carried out in two stages. At each stage, the number of the English loanwords used on television in news blocks, commercials and entertainment programs of the Ukrainian media space has been determined.

The first part of the research was conducted in 2017, and the second part in 2022, respectively. Over a month, it was revealed how many English loanwords were used in the specified types of media discourse per 1 hour of the broadcast time.

To achieve the goal of the research the general scientific and linguistic methods have been used. They complement each other and provide the appropriate level of reliability of the results: analysis and synthesis (to identify the English loanwords); continuous sampling (for selecting loanwords from the TV programs); quantitative analysis (to identify degree the loanwords use); combination of analysis and synthesis, induction and deduction with functional analysis (to rethink the functions of the loanwords in the media texts at the level of the modern global intercultural context).

Results and Discussion. Globalization is considered to be one of the social phenomena of the information society, the feature of which is the disappearance of the barriers and the emergence of interethnic cultures. It is thought to be a historical phenomenon of the modern era and it is understood as a series of processes that make up the unity of the world [5, p. 57]. The globalization and integration have brought intercultural communication to the new level improving the skills of this phenomenon between representatives of different cultures. These processes are becoming increasingly important.

The globalization has significant effects on language, both positive and negative, which influence the culture of the language in many ways. While allowing some languages and their cultures to spread and dominate on the global scale, it is also blamed for leading to the extinction of other languages and cultures and manifests itself in the global enlargement of any language, forming a globalized language absorbing language space [1, p. 4]. And, as in the case of a multicomponent language situation, within a single language system, an important factor in its globalization is the diversity of its elements and capabilities [9, p. 124].

Every year, different media are talking more and more about the need to speak at least one foreign language. This helps not only in intellectual development (memory training), but also in personal (learning new material) and cultural (language is a reflection of the history of its speakers) [7]. We are not talking about perfect proficiency, but rather about the level of knowledge of the language, which allows us to express at least

elementary thoughts in order to convey to your interlocutor the main idea of our message.

Such communication is expressed in the exchange of ideas, thoughts, information, as well as emotions and experience between the speakers.

In the intercultural communication the language is the main means of transmitting information, achieving mutual understanding between people [5, p. 176]. However we should remember the fact that knowledge of a language (in this case, English) is inextricably linked with the culture of the native speakers of this language, since only those concepts presented in the language are reflected in the lexical meaning [8, p. 561].

In the 21st century, a new linguistic phenomenon – the international English language, which embodies the features of all the national variants of the English language – facilitated the growing of its use in many areas: advertising, film industry, pop music, tourism, international business, international security, education, international communications [3, p. 59]. English has become the lingua franca in communication because it has made it easier to exchange messages between an ever-increasing numbers of the communicants around the world [7].

More than 20% of the world's population speaks English. Over 75% of international correspondence (letters, e-mail) and 90% of information on the Internet sites are presented in English [9].

Due to globalization, the English language emerged as a global force. It has a big impact on the world and has become the global de-facto standard used in business, cultural, political and linguistic exchange [10, p. 58].

It is a contact language of the international communication, and English does not belong only to the native speakers, who constitute a minority among the entire mass of its users [5, p. 87], and therefore control the development of the world communication language.

The English language used as an instrument of the international communication is characterized by three main factors as it should be: 1) global distribution; 2) its recognition as a capacious and accessible source of human knowledge; 3) linguistic features that can be distinguished [9, p. 218].

So, English is an international auxiliary language. The responsibility for effective communication is equally shared by both its native and non-native speakers. [2, p. 7].

English restricts the idea of the language of the international communication [4, p. 17]. The force of English cultural imperialism is the tool for cross-cultural communication and awareness. It is seen as the detrimental force to the world's cultural diversity [9, p. 76].

An attempt to find a solution to the problem of the international language was made by D. Crystal, who stated that in the context of global

diversification, the international language should function as an international communication standard acceptable to all: national or local identity, and others that provide contact with the rest of humanity. [5, p. 165].

To answer the question about the expression of the international language means, it is necessary to observe this phenomenon in terms of cultural value. It is rightfully considered to be the language that enables people from different countries to understand each other, perform common tasks, and share knowledge [8, p. 562]. It allows the mankind to develop technologies, establish communication links between remote parts of the world, and contributes to raising the cultural level of entire countries.

The international language is a standard language with minimal subjects to change [7], the variability of which depends on the region or sphere of application, which makes it possible to manifest a local or national identity. In fact, this definition just replaces the term the English language with the term the International English.

It can be the language of the international communication emphasizing its comprehensive, leading role in modern globalization processes. English is a language used in almost all the areas of the international communication, beyond national borders.

English can be considered to be a neutral communication code [4, p. 98]. It is defined as a neutral, universal contact language, used in all the areas of the international communication and providing equal rights to all its users, regardless of whether they refer to it as their native language, second or foreign.

It should be pointed out that the international language is associated with the communities that unite in one or another area of information, in one or another field of activity, regardless of their local affiliation [4, p. 99].

In the Ukrainian language of the beginning of the 21st century, English also fulfills its international character. The language of mass media is no exception. Every year more and more the English loanwords appear in the media space.

The study of television broadcasting shows the increase in the English loanwords roles in the Ukrainian TV media.

The first study which was conducted in 2017 revealed 10-13 English loanwords during one hour news blocks (бойкот, префект, президент, електорат, імпічмент, рейтинг, референдум, екстрадиція, легітимний, правесі, піар, дефолт, офшор, спікер) and 15-18 loanwords in the entertainment programs during the same period of time (шоу, хобі, трек, піар, фен, креатив, аватар, драйв, тюнінг). The commercials were also analyzed, where 17-20 English loanwords were identified during one hour (клатч, сексі, бренд, гламур, тренд, бізнес, DVD, VIP, імідж, боді-арт, Coca-Cola) (Table 1).

Table 1

The English loanwords use in the Ukrainian media in 2017

The type of television media	The number of the English loanwords per one hour
news blocks	10-13
entertainment programs	15-18
commercials	20-21

The similar study was conducted five years later in 2022. Again, during a month news blocks were analyzed, where 20-25 English loanwords were identified (волонтер, talks, soft power, конгрес, спікера, лідер, колега, офіс, президент, намбе ван, сайт, сепарація, банити, контекст, білінгв, Facebook). According to the entertainment programmes 24-26 English loanwords were revealed (чілдрен, меседж, паблік рілейшнз, Ок, намбер ван, тік-ток, стендап, профайл, бекстейдж, self-made, трендсетер, street-style, хейтер, пранк). The results of the commercials shows that 25-28 loanwords were found (смартфон, клакер, ситі, кежуел, must have, smoky eyes, long-lasting, waterproof, it-girl, spa, стайлінг, брашинг, пілінг, шифтінг, wellness) (Table 2).

Table 2

The English loanwords use in the Ukrainian media in 2022

The type of television media	The number of the English loanwords per one hour
news broadcast	20-25
entertainment programs	24-26
commercials	25-28

Based on the results, we can conclude that the number of the English loanwords in the television space in Ukraine has increased. Regarding the news blocks, the number of the English loanwords has grown by 5%, in entertainment programs and commercials it is 7%, respectively.

The globalization of the language, on the one hand, is inevitable, since a person living in society, and it will be guided in linguistic expression of its speakers. On the other hand, this process is a necessity, as it accompanies socio-political and economic processes. The result can say about the increasing role of the English language in the Ukrainian media and its international character in the world.

The language of mass media influences society. It is very important to notice that in the research the news blocks where announcers must adhere to the language norm were chosen. While the entertainment programs where the language of young people can be shown were also analyzed,

as well as the commercials, since the intercultural trends, social and trade ties between states are most evident.

Thus, the research has revealed the characteristics of the Ukrainian language development in the certain period of time. The comparative analysis of two periods of time has disclosed the important role of the English loanwords in it based on their use in the language of mass media.

The increase in the number of the English loanwords in the Ukrainian language over the past 5 years indicates the development of the process of English internationalization in the world language space.

Conclusions. Intensive entry of the English loanwords into the Ukrainian language is caused by the dynamic changes in reality, and it is also facilitated by the media. The need for rapid information exchange and the accelerated pace of life make the adaptation time for the loanwords relatively short.

It can be concluded that globalization has become a reality of modern life. Without doubt, where one of the most important components is the international communication, and the worldwide spreading of information would be hardly possible without language, which is basic to the international, intercultural and social contacts. Thus, the significance of the world languages under conditions of globalization is difficult to overestimate.

Analysis of the material makes it possible to be sure that neither the immutability nor the foreign-language appearance of the loanword is an insurmountable obstacle when it is included in the system of the Ukrainian language.

English is the dominant language in the world, and it means that we have to accept the fact that it is going to transform our native language, and these changes are beyond the control of the Ukrainian speakers.

There is no doubt that English is coming into the world language space. Its role in every day communication cannot be underestimated. The knowledge of English is going to be the major requirement of the modern society.

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La verbalisation du concept «cœur» en français

Вербалізація концепту «серце» у французькій мові

The verbalization of the concept “heart” in French

Résumé. La langue n'est pas uniquement un outil de communication. L'expression de nos pensées est articulée sur un système cognitif englobant un ensemble de processus mentaux. Le langage est caractérisé comme instrument