

REPRESENTATION OF FOREIGN LANGUAGE BORROWINGS IN MEDIA TEXTS

Graduation Qualifying Thesis from:

Pyatigorsk State University

Institute of the International Service, Tourism and Foreign Languages

Faculty of the English and Roman Languages

Chair of Experimental Linguistics and Intercultural Competence

Author: Kuznetsov Oleg Andreevich

Main parts: Contents, Introduction, three Chapters, Conclusion, Bibliography.

Keywords: borrowings, characteristics of borrowings, adaptation of borrowings, attitude to borrowings, function of borrowings, media texts, mass-media.

Abstract: The objective of the paper is the identification of the representative features of borrowings in media texts.

To achieve the goal we put forward the following tasks:

- To clarify the typology of linguistic borrowings;
- To define the goals and causes of borrowing in the language;
- To examine the diversity of media texts;
- To analyze media texts as a reflection of reality;
- To consider the adaptation of borrowings at different levels of the language;
- To conduct the research of borrowing penetration in the language.

In *Chapter I* General trends of borrowing as a means of language are studied.

In *Chapter II* Linguistic and cultural characteristics of media texts are considered.

In *Chapter III* Adaptation and functioning of borrowings in media texts are reviewed.