Summary

FOREIGN BORROWINGS AS A CONSEQUENCE OF THE CONDITIONS OF THE SOCIAL LIFE IN THE XXI CENTURY

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

Keywords: language, adaptation of borrowings, media texts, Mass Media, lexical borrowing; word formation, forms of borrowing, influence.

Abstract: The aim of this work is the systematic study of foreign borrowing as a consequence of conditions of the social life of the XXI century

To achieve the goal we put forward the following tasks:
1. To clarify the concept of linguistic borrowing and loanwords;
2. To define a typology of loanwords;
3. To observe the basic types of loanwords;
4. To identify the causes of loan words;
5. To research the peculiarities of modern loanwords adaptation;
6. To analyze the attitude of the Russian linguistic-cultural society towards loanwords.

In Chapter I the notion of linguistic borrowing and loanwords is studied. The problem of loanwords typology is reveal.

In Chapter II the main types of lexical borrowings are analyzed. The reasons of lexical loanwords are considered.

In Chapter III the functioning of borrowings in media texts is reviewed.