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## PRAGMATIC FUNCTIONS OF LOANWORDS IN RUSSIAN AND CHINESE

The following study compares the processes of borrowing foreign words and concepts in the Russian and Chinese languages. Particular attention is paid to the analysis of the features of English loanwords since the lexicon of social networks and mass media is dynamic and much more often replenished with new concepts from the English language, which is currently a universal means of international communication. The study's relevance is due to the increased interest in understanding the processes of change in modern languages of different systems under the influence of globalization, a comparison of the processes of borrowing in languages, taking into account the national specifics of the language. The study provides a detailed review of scientific sources and literature, describes the research methods, and also provides the results of a comparative analysis of modern Russian and Chinese speech and highlights the main layer of borrowed vocabulary. The discussion section proves that the main functions of borrowing foreign words coincide in both Chinese and Russian due to the strong position of the English language in the period of globalization as a means of international communication.

**Key words:** loanwords, Russian language, Chinese language, English loanwords, comparative study.

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### Орыс және қытай тілдеріндегі кірме сөздердің прагматикалық функциялары

Бұл зерттеуде орыс және қытай тілдеріндегі кірме сөздердің қабылдану процестері қарастырылады. Қазіргі заманғы ағылшын тіліндегі кірме сөздерді әлеуметтік желілерде қолдану ерекшеліктеріне коммуникативтік-прагматикалық талдау жүргізуге ерекше көңіл бөлінеді. Себебі динамикалық тілдік процестерді зерттеу кезінде бұқаралық ақпарат құралдары мен әлеуметтік желілер тілдің лексикалық құрамын толықтырудың, соның ішінде әртүрлі шет тілдерінен алынған сөздер арқылы толықтырудың негізгі көзі болып табылады. Зерттеудің өзектілігі соңғы онжылдықтарда белсенді тілдік процестерді түсінуге деген ғылыми қызығушылықтың артуымен және лингвисттердің әртүрлі тілдер жүйесіндегі динамикалық құбылыстарды салыстырмалы зерттеулер арқылы талдап, олардың ұқсастықтары мен айырмашылықтарын анықтауға ұмтылысымен байланысты. Талданатын тілдердегі кірме сөздерді зерттеудің әртүрлі аспектілеріне арналған ғылыми әдебиеттерге шолу жасалып, материалды таңдау негізделіп, зерттеу әдістері сипатталады. Қазіргі орыс және қытай тілдеріндегі сөйлеу тілін салыстырмалы талдау нәтижелері, сондай-ақ алынған лексиканың негізгі қабаты ұсынылған. Дискуссия бөлімінде талданатын елдер мен тілдердегі кірме сөздердің дискурстағы негізгі функцияларының сәйкес келуі ағылшын тілінің әмбебап халықаралық коммуникация құралы ретіндегі берік ұстанымымен негізделетіні дәлелденді.

**Түйін сөздер:** кірме сөздер, орыс тілі, қытай тілі, ағылшын тілінен алынған кірме сөздер, салыстырмалы зерттеу.

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### Прагматические функции заимствований в русском и китайском языках

В данном исследовании проводится сравнительное исследование процессов заимствования иностранных слов в русском и китайском языках. Особое внимание направлено на анализ особенностей английских заимствований, так как лексикон социальных сетей, средств массовой информации динамичен и гораздо чаще пополняется новыми понятиями из английского языка, являющегося на данный момент универсальным средством международного общения. Актуальность исследования обусловлена возросшим интересом к пониманию процессов изменения современных разнотипных языков под влиянием глобализации, сопоставление процессов заимствования в языках с учетом национальной специфики языка. В исследовании проведен подробный обзор научных источников и литературы, описаны методы исследования, также приведены результаты сравнительного анализа современной русской и китайской речи, выделен основной пласт заимствованной лексики. В разделе дискуссии доказано, что основные функции заимствования иностранных слов совпадают как в китайском, так и русском языках, что обусловлено прочной позицией английского языка в период глобализации как средства международного общения.

**Ключевые слова:** заимствования, русский язык, китайский язык, английские заимствования, сравнительное исследование.

## Introduction

What led to the emergence of a large number of loanwords in modern languages? At the moment, the processes of globalization, the emergence of global social networks, mass media, and the development of intercultural relations have led to various forms and types of interaction in the lexicon of languages all over the world. Social networks are currently more influential than the media and are one of the means of exchanging new concepts and a way of nominating them. Modern linguists believe that social networks are the main source of replenishment of the lexicon. Given the position of the English language in the world, most residents of many countries are quite loyal to accept English vocabulary, which led to a practical increase in the number of English loanwords in the speech of native speakers of many languages of the world at the beginning of the 21st century. The relevance of the study is due to the increased interest in understanding the processes of change and development of modern languages of different systems in the 21st century under the influence of globalization, a comparison of borrowing processes in languages of different typologies, taking into account the national specifics of the language. Studying loanwords might as well offer valuable insights into the interconnectedness of languages, cultures, and societies, both historically and in the modern world. The purpose of this study is to identify the universal and specific functions of Eng-

lish loanwords in the Russian and Chinese languages through a comparative analysis of media texts of a new type – vocabulary of articles, blogs, and posts in Russian social networks ВКонтакте VKontakte, Одноклассники Odnoklassniki, Яндекс Дзен Yandex Zen, Chinese social networks 抖音 [dǒu yīn] Douyin, 小红书 [xiǎo hóng shū] Xiaohongshu, 微博 [wēi bó] Weibo.

## Materials and Methods

In modern linguistics, the study of the vocabulary of social networks, mass media, and their influence on linguistic culture attracts great attention and interest. In this research, to study the ways of borrowing foreign words and identify their pragmatic functions, texts from social networks, posts on forums and blogs, scripts from videos, fragments of podcasts, and streams were considered since they are the most popular and reveal the essence and state of the modern language.

Scientists and researchers examining the vocabulary of modern social networks analyze the pragmatic features of Internet communication, stylistic features of the speech of influencers and media, methods of expression, and communication online.

Research material from social networks is a fairly objective, diverse and versatile source for studying language trends and tendencies within the framework of modern discourse. Social networks are popular and accessible to a large audience, con-

tent is often presented not only in text but also in audio and visual form.

Communication in social networks is characterized by the absence of a specific script, is free from strict censorship, and is characterized by a free nature of explanation. The leading factor influencing the choice of material for research is the polyphony of radio discourse: participants and creators of Internet content can be journalists, politicians, experts in science and art, representatives of creative professions, as well as ordinary citizens.

The main reason for choosing material from social networks rather than traditional media is due to the versatility of the discourse; participants and creators of discourse can be representatives of science, culture, art, politicians, and citizens.

The above features create natural conditions for natural and spontaneous speech and are the reason for selecting texts, posts, and transcripts from social networks as material for studying the processes of language evolution. The paper analyzes posts, scripts, and texts from Russian social networks ВКонтakte VKontakte, Одноклассники Odnoklassniki, Яндекс Дзен Yandex Zen, Chinese social networks 抖音 [dǒu yīn] Douyin, 小红书 [xiǎo hóng shū] Xiaohongshu, 微博 [wēi bó] Weibo.

In the research process, in addition to studying linguistic factors in changing the lexicon of a language, much attention is also paid to non-linguistic factors that determine the choice of Internet users of various linguistic means. In modern Russian and Chinese, English loanwords play a certain function in expressing certain communicative intentions and thus are of great interest as an object of research. The main Internet content in the study is represented by texts from popular social networks: articles, posts on forums, blogs, the authors of which are various representatives of society, these texts are widely available to many and therefore are convenient and easily accessible material for studying loanwords. The study used both quantitative and qualitative methods of scientific analysis. Data collection was conducted based on the principle of relevance. The Method of Corpus Linguistics was used when analyzing large, structured collections of text to identify patterns, frequencies, and usage trends. Comparative and Historical Methods were mainly used when comparing English loanwords to reconstruct historical relationships or trace language evolution. As a result, the data was analyzed and trends and patterns in the borrowing of new words were identified, namely, in which cases the borrowing occurred

due to the emergence of a new concept or the replacement of an existing concept with a new, more convenient and popular concept.

### Literature review

In «Research on Loanwords in Modern Chinese» a reference book compiled by Gao Mingkai and Liu Zhengyan (Gao M., Liu Z., 1984), Gao Mingkai and others pointed out that «after The Chinese economic reform or Chinese economic miracle, more and more loanwords originating from English appeared in Chinese». Shi Youwei mentioned in «Chinese Loanwords» (Shi Y., 2020): «In the 1990s, English almost became the only source of foreign concepts for Chinese.» Xu Xiaojie in «Methods and «Sinicization» (Xu X., 2014) of loanwords absorbed into Chinese» briefly describes the methods of absorbing loanwords in Chinese and the «Sinicization» approach from a historical perspective. Xu Xiaojie believes that loanwords have a long history in China, and briefly analyzed the position and functions of loanwords in Chinese language. He Yawen (He Y., 2007) in «On the equivalent translation of poetry from the perspective of semiotics» (He Y., 2007) The first part of the study analyzes the variants of translation of texts as a system of symbols, and the second part analyzes the theory of semiotics and the translation of Chinese and English poetry, discusses the role of poetry and the peculiarities of national characteristics.

In the field of comparative studies of loanwords in Chinese linguistics much more attention is paid to the analysis of loanwords of English, Japanese and Russian origin than from German and French. It is important to mention Guo Lihong's «Comparative Analysis of Russian and Chinese Loanwords» (Guo L., 2006) In his study, the scientist conducted a comparative analysis of the similarities and differences of loanwords in pairs of languages: Chinese and Japanese, Chinese and Russian. Yao Xiaolin in «A Comparative study of Chinese and Russian loanwords- Focusing on modern Chinese and Russian» (Yao X., 2002) highlights the main trends and tendencies in borrowings in Chinese and Russian, which are abbreviations, letter borrowings, and a mixed type of borrowing combining lexical and phonetic. Considering the individual characteristics of Russian and Chinese as different typological languages, in Chinese there is predominantly a compilation of existing syllables and words, while in Russian preference is given to the phonetic method

of transliteration. Considering the features of languages and a number of external factors, in Russian the number of loanwords is much higher than in Chinese.

## Results and Discussion

### *Nominative function*

The nominative function of loanwords refers to the role language plays in naming, categorizing, and identifying things, concepts, and entities in the world. This function is concerned with the ability of language to assign labels to objects, people, actions, and ideas, helping us to distinguish and recognize them. At its core, the nominative function is about assigning names to things. These names could be for physical objects (e.g., «tree», «dog», «car») or abstract concepts (e.g., «justice», «freedom», «happiness»). Through naming, language allows us to make sense of the world around us and communicate our perceptions of it. When we say that the central function of loanwords is nominative, it is mainly determined by the need to name new phenomena, objects, and realities. In the era of intensive development of science and technology, and globalization, it is almost impossible to avoid the introduction and use of new terms, concepts, and notions that do not have a proper equivalent in the language.

The main part of the new vocabulary belongs to the group of scientific terms related to science and new technologies. It is worth considering the most popular words that have entered the Chinese and Russian languages.

Loanwords in the Russian language are words borrowed from other languages, typically due to cultural, technological, or economic exchange. Over time, Russian has incorporated vocabulary from many different languages, reflecting the country's interactions with other cultures and nations. In the Russian language, words such as «Ковид»-«COVID» (from English «Coronavirus disease 2019») (Zhuravleva E., 2021), «удаленка» – «working online, remotely» (from English «working remotely»), «фейк»-«fake» (from English «fake») and other words that have appeared in the recent couple of years and have no proper equivalent in the Russian language and are quite widely used. The case of using loanwords due to lack of a proper analog in the language is quite understandable, there are many such examples in both Russian and Chinese. However, more atypical are the cases in which the speaker prefers to use loanwords in his language, although

there is a lexically similar concept and word in the language. In this case, the choice of a borrowed word can be explained by the fact that the English equivalent is considered a generally accepted term.

Let's take a closer look to how loanwords in Russian fill a lexical gap when there is no native equivalent for a specific concept, object, or phenomenon. With the global popularity of the internet and internet culture among different age groups, it is unavoidable not to be familiar with new concepts such as «стрим» – «livestream» (from English «livestream») on popular platforms such as YouTube, Twitch, Instagram, Tiktok, etc., «криптовалюта» – «crypto currency» (from English «crypto currency») when talking about alternative to traditional money and currency, «скаммер» – «scammer» (from English «scammer») with the rise of various types of scams online and on the internet (Perfilieva, N., Hu, P., 2018), «видеограф» – «videographer» (from English «videographer») as there is a need for professional video producers and editors, «погуглить» – «to Google something» (from English «to Google smth») as it is one of the most popular search engines in the world.

Loanwords in the Chinese language serve various functions, one of which is their **nominative function**—that is, their use as names for people, objects, places, or abstract concepts. This function reflects how loanwords are adopted and adapted into Chinese to name new phenomena, products, or cultural concepts that may not have had an equivalent in the native lexicon. Recently, in Chinese social networks, words such as 网络 [wǎngluò] internet, network; ChatGPT; AI, and others have been in use, which appeared with the emergence of new technologies and were introduced into everyday life, these words do not have an equivalent in the Chinese language, that's why they were embedded in the language and widely used by many social network users. By analyzing examples above, a large number of loanwords of English origin have been introduced, which remain in their original form without any changes and are thus introduced into the language and communication.

The nominative function of loanwords becomes more obvious when it comes to naming new concepts, cultural notions, and goods that have not previously been introduced to Chinese speakers (Peng X., Li X., 2012). For example 咖啡 [kāfēi]: coffee comes from the Arabic word «qahwa» (قهوة), which originally referred to wine or other intoxicating liquors. The word «qahwa» later evolved to specifi-



cally refer to the beverage made from roasted coffee beans (Sushkova, I. M., Sun, N., 2014). 沙发 [shāfā]: sofa comes from the Arabic word «suffa» (سُفَّة), which means a «long bench» or «cushioned platform». In the context of ancient times, a suffa was a kind of simple, often raised, seating arrangement—sometimes a long bench or a cushioned seat—that was used in the homes of the early Arab world. The word 巧克力 [qiǎokèlì] «chocolate» traces its origins to the Aztec and Mayan civilizations in Mesoamerica. It comes from the Nahuatl language, spoken by the Aztecs, where the word for chocolate was «xocolatl» (pronounced [sho-ko-latl]). Which was later introduced to Chinese through English «chocolate» (Alleton V., 1986). These words help Chinese speakers directly refer to these introduced items.

Loanwords are used nominatively in transliterations of foreign brand names, places, or people. For instance, in examples like 星巴克 [xīngbākè] Starbucks (from English «Starbucks»), 沃尔玛 [wò'ěrmǎ]: Walmart (from English «Walmart»), 柏林 [bólin]: Berlin (from German «Berlin») the phonetic method is widely used which involves transcribing a name based on its sound rather than its meaning.

As globalization and scientific exchange have increased, many technical or scientific terms have been borrowed into Chinese. These include chemical elements, technologies, and scientific phenomena, such as 维他命 (wéitāmìng): vitamin comes from the Latin word *vita*, meaning «life,» and the suffix -amin, derived from amine, a type of chemical compound that contains nitrogen, this word later has been introduced through English «vitamin») (Lai Y., 2008), 激光 (jīguāng): laser is an acronym that stands for «Light Amplification by Stimulated Emission of Radiation» (Wang K., Zhang G., 2002).

When comparing loanwords in modern Chinese and Russian, it is obvious that in Russian the preference is given to leaving one concept in its original form or translating it phonetically. With this method of borrowing, the sound form of the word is preserved, and when writing, letters are used that sound close to the pronunciation of the loanwords.

Loanwords help bridge cultural and linguistic gaps by providing a means to name and describe foreign items and ideas. This nominative function enriches the Chinese lexicon while maintaining its linguistic identity, as loanwords are adapted to fit the phonological and orthographic structure of the language.

The nominative function of language is primarily concerned with naming and identifying things in the world. It helps us distinguish between different entities, categorize them, and establish clear references in our communication. This function is essential for making sense of our environment and for organizing and expressing our thoughts in a structured way.

### *Integrating function*

The integrative function of any language, due to its communicative properties, unites individuals, societies, ethnic groups, and states. Speakers of native or foreign languages that they have learned develop a sense of belonging to a linguistic community within which they communicate. Acquaintance with the linguacultural heritage and linguistic traditions forms connections between generations both within one's ethnic group and in foreign communities. Integrative processes within a linguistic community create the unity of a linguistic culture (while preserving foreign cultural traditions), and serve as a basis for interaction and interpenetration of technologies, a new type of science, and art.

The integrative function of language aims linguistic communities at uniting people both within one linguistic culture and beyond it. Borrowed definitions of international phenomena and concepts are preferable to their translation and implement an integrating function as linguistic units of the world, intercultural communication.

Language helps define group membership. Through the use of specific linguistic features (such as dialects, accents, urban slang etc.), people can identify others who belong to the same community, culture, or social group (Golyakevich N. 2020). This creates a sense of belonging and strengthens social bonds. Language serves as the medium through which culture, traditions, values, and norms are passed down from one generation to the next. By using language, individuals integrate into a culture, learning its history, practices, and worldview.

The integration of loanwords in the Russian language refers to the process by which foreign words are adapted and absorbed into the Russian vocabulary. This process happens gradually and reflects the interaction between Russian speakers and other cultures, as well as the need to express new ideas, technologies, or cultural concepts. Loanwords fulfill various functions within the language and society, shaping how Russian speakers communicate in specific contexts. Loanwords also serve to reflect

cultural influences. Many words come into Russian from languages associated with particular cultural or social practices, particularly from English, French, and German, which have historically been influential in Russian culture. For example, many loanwords entered Russian from French during the 18th and 19th centuries, a period when French was the language of diplomacy and high society in Russia. Similarly, English words dominate in the fields of business, technology, and popular culture today. Шоппинг [shopping] – borrowed from English «shopping», рок [rok] – from English «rock» (as in rock music), кафе [kafé] – borrowed from French «café» (Dan S., 2006).

These loanwords are particularly useful in conveying new concepts that are globally recognized, making it easier for Russian speakers to participate in global conversations about science and technology, culture and recent trends. In some cases, foreign words, especially those from French or English, are used to impart a sense of prestige, sophistication, or modernity. For instance, in higher social contexts, business, or academia, foreign terms may be preferred for their perceived prestige or to align with international standards. Менеджер [menedzher] – from English «manager», презентация [prezentatsiya] – from English «presentation», бренд [brend] – from English «brand» (Golyakevich N., 2020).

Some loanwords are adopted for their efficiency in communication, particularly when they express complex or new ideas that would otherwise require a lengthy explanation in Russian. They provide a concise and often more accessible way to discuss concepts, especially in business, technology, or digital media. Taking closer look at the following examples:

Words like «бренд» from English «brand»; «инвестор» from English «investor»; «маркетинг» from English «marketing», «менеджмент» from English «management» have been existing in the Russian language for decades now and do not seem to be alien at all (Ke N., 2017). All the loanwords mentioned above are of English origin and have made it significantly easier for Russian speakers to join the global community and be aware of all the latest trends in culture and science.

Loanwords in Russian serve as a bridge between the Russian language and the outside world, facilitating communication and the exchange of ideas, especially in areas where Russian lacks native terms. They enrich the language, enabling speakers to describe modern concepts, technologies, and cultural

phenomena. The integration of loanwords is not just a linguistic phenomenon but also a reflection of global influences on Russian society, from technological innovations to shifts in social norms and economic practices. Despite occasional concerns about language purity, loanwords continue to play an essential role in the dynamic evolution of the Russian language.

Speaking of loanwords in Chinese and the integrating function, on the surface level it seems that the amount of loanwords in the Chinese language is not that significant due to their complete assimilation. There is a number of words that actually have a translation in Chinese, but there is also a lexical calque from English. The word 超市 [chāoshì], for example, comes from the English word «supermarket». The emergence of supermarkets is called «the third industrial revolution in retail». Its prototype can be traced back to the United States in the 1920s and 1930s. At that time, the food industry in the United States was relatively backward. In addition, due to factors such as the «Second World War», the cost-saving and labor-saving self-service supermarket model came into being. 超市 [chāoshì] is a very frequently used word that is commonly seen everywhere in China, in this case, it's a lexical borrowing: super 超 [chāo] + market [shì] (Sun X., 2003).

Email, as we know it today, was invented in the early 1970s by Ray Tomlinson, an American computer programmer. It is yet another example of a frequently used word 电子邮件 diànzǐ yóujiàn – email, which at first doesn't seem to be an English loanword, however, in this case it is a direct lexical borrowing. 逻辑 [luóji] etymology of «Logic» In Chinese, «logic» is a foreign word, which was introduced into Chinese from Western languages through transliteration. In Latin, English and German, it is «logica», «logic» and «logik» respectively. These words in Western languages all come from the ancient Greek «λογος», which has multiple meanings such as language, explanation, proportion and scale. This word has been translated into Chinese using the method of phonetic translation and sounds quite similar to the English word «logic» (Peng X., Li X., 2012). Etymology of the term 脱口秀 [tuōkǒuxiù] «talk show» originated in 1992 or earlier, originally referring to stand-up comedy. No later than 2003, it began to be used to refer to talk shows. The word «show» is borrowed from the English word «show» and was first used in Taiwan; «tuōkǒu» is the phonetic and semantic translation of the English word

«talk», which comes from 脱口而出 / 脱口而出 (tuōkǒu'érchū) (Shi Y., 2020).

The integrating function of loanwords is about how language connects people of different origin, it promotes better communication, in a way removes language barrier and strengthens the fabric of communities, cultures, and societies.

### *Speech compression function*

Speech compression function refers to various strategies used in verbal communication (such as phonetic shortening, abbreviations, and contextual language use) to make speech quicker, more efficient, and easier for both the speaker and listener. It is also important to mention the concept of «saving speech effort» relates to making spoken communication more efficient, reducing the amount of effort required for both speaking and listening.

In spoken language, we often condense words and phrases to make communication faster and more efficient. For example, in English «gonna» is commonly used instead of «going to,» or «wanna» instead of «want to» (Stone M., Moore B., 1992). These reductions save time and effort in speech, especially in casual conversation.

Phonetic compression of loanwords in Russian is quite an interesting topic to discuss, especially in the modern day and age, young people use a lot of slang words including loanwords. One of the most frequently used loanwords is «OK». The most popular origin story is that «OK» comes from a humorous misspelling of «all correct» as «oll korrekt.» In the 1830s, there was a fad among educated people in the United States to deliberately misspell words for comic effect (like «phly» for «fly»). «Oll korrekt» became a playful abbreviation, and «OK» caught on as shorthand (Alyunina Y., Nagel O., 2020). In Russian slang it is used similarly instead of Russian «хорошо» – «good», «ладно» – «alright». In modern Russian there are cases of new urban slang loanwords such as: «чиллить» «отдыхать, расслабляться» is a mix of the English word «chill» and Russian verb ending «ить» which is a much popular word to use in context: «На выходных только чиллить» «Weekends are all about chilling». Next up is the word «изи» – «легко» from English «easy» «Экзамен просто изи» «The exam was easy», and «фейк» «fake» from English «fake» (Alyunina Y., Nagel O., 2020) which is similar to English meaning, is an action or statement aimed at misleading, a deliberate lie, something unreliable, falsified, passed off as real.

Phonetic compression of loanwords in Chinese can be quite different from Western languages and refers to the phenomenon where words or phrases are shortened by retaining only key phonetic elements, often for efficiency, convenience, or stylistic purposes. This is common in both spoken and written forms of the language. In an informal written speech, people often use abbreviations or slang such as «OK» which is widely used among all age groups in China instead of the Chinese equivalent «好的» which means «alright».

Chinese speakers often create some sort of wordplay in informal speech, one of the most interesting examples is the hybrid word «3Q» which is used instead of «谢谢» which means «thank you» in Chinese. How is this a case of wordplay? In Chinese «3Q» will sound like [san Q] which is similar to English «thank you» and used in the same way to express gratitude. Another case of original wordplay is using 88 in written Chinese which sounds like [bā bā] and similar to 拜拜 from English «bye-bye») (Dan S., 2006). Modern online communities frequently create compressed phonetic forms for popular terms: abbreviations such as GF – girlfriend, 女朋友; PK «player kill» a gaming term used among gamers who play PvP (player versus player) games to refer to killing another player's character, MVP stands for «the most valuable player» and can refer to the most impactful person on a sports team for a particular game (Li Z., Wang L., 2024).

Phonetic compression not only simplifies communication but also reflects the adaptive and innovative nature of linguistic practices, especially in the digital age. An analysis of Internet texts showed that the use of short English loanwords in the vastness of both the Russian and Chinese Internet is due to the economy of speech effort.

### **Conclusion**

A comparative analysis of Internet content to determine the functions of English loanwords in the Russian and Chinese languages has revealed universal motives for using loanwords in Russian and Chinese social networks. In both cases, in Chinese and Russian, social media users mostly use English loanwords to impart a certain stylistic or emotional coloring, thus reflecting the speaker's self-expression. Social media users often attract readers' attention and use the most vivid and popular linguistic means for this purpose, so it can be argued that the

dominant function of loanwords and units is the function of influence. To further increase the impact on the audience, authors of blogs and posts in social networks utilize combinations of functions of loanwords: nominative function, integrating function, and speech compression function. In addition to them, there are also less noticeable functions of orientation to language fashion, namely, how much certain language means are in trend, and the function of the emotional coloring of the text to give special expressiveness to speech. A comparative analysis of English loanwords in Russian and Chinese languages

showed that these loanwords have a wide range of functions, and many functions are in addition to the main one—to influence.

The main functions of loanwords in social networks and mass media, however, coincide since English has strengthened its position as an international language, and for a long time continues to act as the main and universal language of communication and the language of globalization. It is worth considering that English loanwords are present in all languages, and none of the living languages is an exception.

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