THE RESEARCH OF ŠIAULIAI STATE COLLEGE STUDENTS' ATTITUDE TOWARDS THE ADOPTION OF THE ENGLISH LANGUAGE LOANWORDS

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Annotation

The paper analyses loanwords used in students' colloquial speech, mass media and the Internet. The basis of the work is a questionnaire. The students of full-time and part-time departments of the Business and Technologies and Medical Care Faculties of Šiauliai College were the respondents to the questionnaire. The respondents answered the following questions: "Do you use loanwords in your colloquial speech?", "How often do you use loanwords in your language?", "Where (what resources) can you usually meet loanwords?". According to the results of the questionnaire we can conclude that loanwords are popular among the students and are very common in the Internet and students' colloquial speech (the analysis of some newspapers and Internet web pages was carried out in the paper). Preference of the use of loanwords can be explained by the influence of the environment, routine activities, which are related to some new realias, phenomena and rapid development of new technologies or just fashion of the English language. The use of loanwords should be taken into consideration by teachers, researchers, sociologists, psychologists, politicians and other specialists in order to avoid the use of the above mentioned words and save the identity of our native language.

Key words: *loanwords, adoption, borrowing, mass media, colloguial speech.*

Introduction

Language changes is a natural phenomenon. Along with the appearance of new life realities, new words occur to identify them. Some of them are created, other are borrowed, and still others are being adopted without being legalized. Consequently, life reality, changing system of values have strong impact on the trends of language development.

Loanwords in languages are very common. Yet, it is necessary to decide whether they are really necessary or it is possible to do without them. As A. Paulauskienė notices, Lithuanian language is "flooded" by new loanwords, which are not properly classified, no appropriate neologisms are created to suit Lithuanian language, though a book on loanwords has been published by V. Rudaitienė and V. Vitkauskas " Vakarų kalbų naujieji skoliniai" (Paulauskienė, 2001, p. 72).

In linguistics the process of loanword occurrence is being analysed in lexicology. A lot of Lithuanian scholars such as J. Girčienė, Pr. Kniūkšta, R. Miliūnaitė, A. Ryklienė, R. Vaskelienė, L. Vaicekauskienė, D. Mikulėnienė, A. Paulauskienė and others have been writing about loanwords and analysing them. They focus on the spelling of unadapted loanwords, morphology, parts of words not a subject to inflection and other non-standard issues. For this reason the need for the development of loanword standardisation strategy is very relevant. "More comprehensive evaluation of loanword standardisation and usage would not be possible without oral language research, which could reveal more detailed view of the relationship of loanwords with the system of Lithuanian language. Currently such research is particularly relevant" (Vaicekauskienė 2007).

Currently various aspects of loanword adoption and usage are being analysed: society attitudes (Vaicekauskienė, 1998, 2006), usage and formation of substituents (Girčienė, 2005), users' reasons for adoption (Girčienė, 2006), the process and reasons for borrowing, the relationship of the loanwords with the Lithuanian language system (Vaicekauskienė, 2007), natural selection of language novelties (Miliūnaitė, 1998, 2000).

English language acknowledgement and prestige, natural need for learning it, opening Lithuania a wider perspective to the world, - this is the reality of historical turning point to the West of our country. Increasing English language prestige and the society bilingualism, demonstration of language awareness are having impact on the attitudes of language users: *imidžmeikeriai (image maker), makdonalda (Mac Donald's), ofisai (office), šopai (shop), parkingai (parking), menedžeriai (manager), invoisai (invoice), burgeriai (burger)* imply a threatening confusion of language codes, a social group identity and negative approach of more conscious language users to the following processes. Present abundance of loanwords can be

explained by two reasons: there is a real *necessity* of essential life changes (political, economic, ideological changes), on the other hand there is *Americamania,* when not only technical innovations become attractive, but living standards, behaviour, socialization standards, likings as well. Nowadays English words replace not only Lithuanian words, but the words borrowed from other languages, which have been very successfully adopted, too, for example *sendvičas* (sandwich) instead of *buterbrodas (buterbrod); hitas* (hit) instead of *šlageris (schlager)*; *animatorius (animator) instead of multiplikatorius* (multiplicateur); *displėjus (display) instead of ekranas (ecran)etc.*

Some loanwords having no Lithuanian equivalent are likely to fill the gap and are being used without reservation: *steikas (steak), paparacis (paparazzo), kastingas (casting), feisbukas (facebook),flešmobas (flashmob), blokbasteris (blockbuster)* and other. The users of the borrowed words claim that native equivalent does not reflect semantic meaning of the new phenomenon. Consequently, this determines such option. Some loanwords are adopted intentionally by highlighting expressivity of the borrowed words, though they have standard Lithuanian equivalents (*nonstopas, o'kay, seksšopas, dance club*), or are used in order to create authentic discourse (*step-by-step, formal dinner, strytas*), putting emphasis on group social isolation and identity.

English terms and abbreviations written in the original language, have flooded magazine pages, newspapers and are widely used by professionals. Girčienė states that "media, a mediator between language specialists and society, plays a very important role of word replacement dissemination, adoption"(2004, p. 67).

The article analyses the process of word borrowing, as one of the English and Lithuanian language interaction components.

Research goal of the article is to get an overview of the loanwords provided in media (the Internet, television, radio, Šiauliai town and regional press releases) and look into the usage of loanwords in the language adopted by the students of Šiauliai State College, analyse the reasons of word borrowing, and students' attitude towards the process of adoption.

Research objectives:

1. The overview of the significance and role of borrowed vocabulary in the system of Lithuanian language, the reasons of loanword appearance.

2. The analysis of the survey on loanword usage in the language of Šiauliai State College students.

Research methods are the following: empirical, theoretical analysis, induction, questionnaire. 300 respondents participated in the survey,196 (65%) male and 104 (35%) female respondents.

Theoretical overview of borrowed vocabulary appearance in a language

One of the ways of vocabulary enrichment is adoption of loanwords. They can be of different types. Normally loanwords are divided according to the language or related language group they are borrowed from, for example Anglicisms, Gallicisms, Germanisms, Latinisms, Polinisms, Slavisms etc. This is the most general classification of loanwords. Nevertheless, loanwords can be classified on another basis: according to the way of their appearance, application of the borrowed word (from a donor language) in the receiving language, prevalence in other languages, according to the accuracy of its usage and other. With the development of political, trade, economic, cultural, scientific contacts and exchanges, accordingly the number of loanwords have been increasingly rising as well.

"Americanisation" trends of the life of Lithuanians are reflected in the living language: a lot of Anglicisms and Americanisms (words or meanings borrowed from the English language or its American version) appear in Lithuanian language.

Previously the Lithuanian language used to adopt words from the English language too; for example: *mitingas (meeting), infliacija (inflation), importas (import),eksportas (export) interviu(interview), doleris (dollar), šampūnas (shampoo), šortai (shorts), džinsai (jeans), krekeris* (cracker) and other. They have turned into standard, legal terms.

The reasons of loanword adoption vary, as is their impact on the system of Lithuanian language:

1. Need to identify new items, phenomena, concepts: *kompiuteris (computer), bleizeris (blazer).*

2. Necessity to specialize terms: *marketingas (marketing), menedžmentas (management) lizingas (leasing), prodiuseris (producer).*

3. The same origin term systems, formed to be adopted for international usage, created on the basis of the English language; for example *computer, sports, modern music etc.*

4. Young people's aspiration to adopt more modern, fashionable words, which would sound more „prestigious", more „ scientific"– therefore, intellectually and acceptably.

Lexis of foreign languages has been penetrating into all the spheres of life, walking into everyday life, eliminating customary words, names; you can hear such words as *biznis (en. business), holdingas (en. holding), monitoringas (en. monitoring), sekond-hendas (en. second-hand), know how(en. know-how),invoisas (en. invoice)* every day. Mass media, radio, TV shows are packed with examples of unacceptable usage of Anglicisms.

The overview of mass media (TV, radio, the Internet, regional press releases of Šiauliai town and district) carried out in 2015-2016 confirmed that loanwords were adopted not only individually but in entire thematic groups:

1. Public and political lexis: *brifingas (en. briefing), spikeris (en. speaker), impičmentas (en.impeachment)*;

2. Scientific technical lexis: *apgreidas (en. upgrade), atačmentas (en. attachment), brauzeris (en. browser), displėjus (en. display), failas (en. file), multimedija (en. multimedia), saitas (en. site), linkas (en. link), trafikas (en. traffic)*.

3. The lexis of Economics, related with business activity: *akauntas (en. account), baneris (en. banner), biznis (en. business), dedlainas (en. deadline)*, *vaučeris (en. voucher), brokeris (en. broker), dileris (en. dealer), kontraktorius (en. contractor), distributorius (en. distributor), dempingas (en. demping), holdingas (en. holding), invoisas (en. invoice), marketingas (en. marketing), barteris (en. barter), ofšoras (en. offshore), roumingas (en. roaming)*.

4. Sports lexis: *boulingas (en. bowling), fitnesas (en. fitness), kerlingas (en. curling), dopingas (en.doping), kikboksas (en. kickboxing), overtaimas (en. overtime), skeitbordas (en. skateboard), kaitavimas (en. kiteboarding) šeipingas (en. shaping)*.

5. Every day, household lexis: *bukletas (en. booklet), leiblas (en. label), mikseris (en. mixer), organaizeris (en. organizer), baikeris (en. biker) plejeris (en. player), tosteris (en. toaster), kempingas (en. camping), fanas (fan), bestseleris (bestseller) and many more.*

6. Modern art (pop art) lexis: *bendas (en. band), džiazas (en. jazz), bliuzas (en.blues), performansas (en. performance),imidžas (en. image), rimeikas (en. remake), gigas (en. gig), diskas (en. disk), singlas (en.single), koveris (en. cover), hitas (en. hit), topas (en. top), prodiusuoti (en. produce), kantri (en. country), šou (en. show)*.

7. Cosmetology, health care lexis: *ingredientas (en. ingredient), pilingas (en. peeling), masažas (fr. massage)*, *manikiūras* (fr. manucure en. manicure), *stilistas* (en. stylist).

„Media not only disseminates new lexis of Lithuanian language but carries out preliminary selection of its adoption – determines some certain rules of its usage" (Girčienė, 2005, p. 91).

The examples of loanwords used by mass media channels provide a very clear current reflection of the state of modern Lithuanian language. From the point of view of word formation new loanwords in L. Vaicekauskaitė study (2007) are divided as follows:

• Words formed from foreign root morphemes or fundamentals: *alkotesteris, aromaterapija, bankomatas, multivitaminai, supervizija, interaktyvus* and other.

• Words formed out of familiar and more modern component: *aiskrimas, kriomasažas, toplesas, eurooptimistas, topmodelis, taimautas* and other.

• Fixed meaning compound words with authentic spelling: *duty free, second hand, body art* and other.

• Derivatives from a foreign language root with a Lithuanian suffix component: *internetininkas, reitinguotojas, sponsorystė, miksuoti* and other.

• Word combinations of a foreign root and international ending of the word: *printeris, kileris, pulverizatorius, prezentas, visažistas, brifingas and other* (nouns with the suffix – ing-, which are the forms of English language verbal nouns such as *boulingas, roumingas, liftingas* and other dominate, the words containing suffix - er- e.g. *baikeris, brokeris, stajeris, snaiperis* and other are very common too.

• Borrowed foreign word components used in young people's slang, adopted and used as separate words: *pop-, techno-, super-, ultra- and other.*

The language of newspapers, magazines, advertisements is also overcrowded with Anglicisms, which can be and have to be substituted by Lithuanian equivalents for example: *mass media, sekond hendas, supermarketas, hypermarketas* and other.

The English language origin words, used without any motivation, usually become agnonyms, the words, meaning of which is not clear and unknown to the majority of the language users. Usually such words require special code and semantic explanation. Such vocabulary contaminates the language, makes it not understandable and can be easily replaced by Lithuanian equivalents: *autobanas (greitkelis), boileris (katilas), lizingas (išperkamoji nuoma), parkingas (automobilių aikštelė), tenderis (konkursinis pasiūlymas), tiuningas (puošyba), sensorius (jutiklis), suportas (stabdžių apkaba)* and other.

Our language is being contaminated with barbarisms i.e. words originated from other languages, erroneously constructed and used by leaving their phonetic and graphic form, for example *cool, faina*, *lūzeris, autsaideris.*

Standing out of general society context is a universal feature of modern young people. Anglicisms play a very important role here (viskas cool, crazy laida, gimė baby). This feature, particularly common in spoken language type, is revealed in electronic communication (Ryklienė, 2001). Sometimes even reporters, radio and television journalists indulge in barbarism adoption.

"Referring to identification of lexis units of different languages, various *interjargon* versions are created – young people, computer, professional musical, urban and so on. Slang constantly supplements the vocabulary of one or another area. Basically it is spoken language, referring to one activity area" (Girčienė, 2004, p. 118). In some cases it is a particular linguistic game, especially when following modern young people's slang, which allows young generation in some cases isolate themselves from adults, create own, though illusory world – it is a specific, emotional, expressive style of direct communication. „Special language" is used as a password among the people belonging to the same social or age group, as a linguistic signal.

„Slang is alien to the spirit of Lithuanian language. It is impossible to believe that slang might become a normal word of a general language, and the English language possesses a substantial amount of such words with jargon origin. The origin of the words donkey, fun, mob, odd, pinch, snob, trip, hitch-hiker and other also refers to jargon" (Paulauskienė, 2001, p. 75).

"Jargonism which is used only temporarily and then forgotten does not have negative impact on a native language. A loanword integrated into a foreign language and being widely used in that language is usually incorporated into the phonological and morphological system of the language" (Celiešienė, 2003, p. 18). "The standards of a language are not violated, when the speaker has the sense of outstepping the limits of general language, but it is still worse when such sense is absent, and the speaker is not aware of Lithuanian equivalent" (Paulauskienė, 2004, p. 115). J. Girčienė, having looked into the trends of new loanword adoption in oral language claims that "communication environment has impact on the choice of loanwords and Lithuanian equivalents" (2004, p. 144). This also applies to the usage of barbarisms and jargonisms. Definitely, in science fiction and in some other cases (proverbs, songs and other) the usage of inappropriate loanwords i.e. barbarisms can be acceptable for the reasons of style, though this article does not analyse this issue.

A big number of Anglicisms and Americanisms entering the Lithuanian language is a natural phenomenon, reflecting more active economic, political, cultural and public relations over the last decade and cooperation with English speaking countries. When trying to copy western examples, Lithuanians tend to loose national language identity more and more, as language is a reflection of life and mentality. Loss of interest in own mother tongue, literature and culture, incorrect pronunciation, language literacy and general cultural recession is an inevitable outcome of these processes. Potentially, where Lithuanian language is sufficient, any foreign language components should not be adopted only because of the intention to pay tribute to fashion and support the trends not only to live but think „European way" too.

Standardization of loanwords is the worry and strategy of modern policy. Language scholars have projected such stages:

1. Provide Lithuanian equivalents and replacements to the loanwords.

2. Influence language users' attitude, consolidate the position of native language and increase its prestige. This has been highlighted in the law on the state language. (Republic of Lithuania law on the state language 1995, January 31)

3. Ensure the functionality of the Lithuanian language in all the spheres of public life, by raising the reputation and the value of the mother tongue.

Results of the Research

The situation of loanword adoption among students was analysed in the research. The analysis of newspapers „S plius", „Šiaulių naujienos", „Šiaulių kraštas", „Lietuvos rytas", electronic publications and web pages allowed to state the abundance of loanword adoption in the means of mass media, relevant to students.

The survey was carried out in 2016-2017 academic year, during autumn and spring terms. The respondents were full-time and part – time students of Šiauliai State College, the faculties of Business and Technologies and Health Care.

The survey revealed that students' opinions on loanword usage vary. The students are not against borrowing foreign words, they use them and do not think that the language is being contaminated. The data is provided in the chart below.

Table 1

Students' attitude towards loanword prevalence in the language (%)

Statement	Female	Male
I agree that loanwords add diversity and enrich our language	70%	30%
I agree that adoption of certain political, economic, technical terms is a necessity	25%	75%
I know Lithuanian equivalents of provided loanwords	90%	10%
I agree that a new loanword is inapplicable but it is popular among peers	60%	40%

All the respondents agree that adoption of some specific political, economic, technical terms is a necessity, especially in the area of Information Technologies, when the appearance of computer introduced plenty of technical terms into Lithuanian language.

The survey revealed that men (70%) tend to choose loanwords more often than women (30%), who prefer the equivalents of loanwords, and young people do not avoid using loanwords in their spoken language, as they are popular among peers.

The analysis of loanword adoption in mass media (see pic.) indicated that the majority of the borrowings are used on the internet webpages (51%) and students' spoken language (20%). A smaller part of loanwords is used on the radio/television (8%) and the press (17%). In order to find out the popularity of Anglicisms in students' language, the respondents were provided 72 examples of realities in English and were given their Lithuanian equivalents. The survey revealed that 6 realities (8,4%) were identified as loanwords (*lizingas, multimedija, prodiuseris, saitas, topas, hitas*); 3 realities (4,2%) as only standard words (*megztinis, etiketė, žiniasklaida*); 62 realities were identified as both loanwords and Lithuanian equivalents.
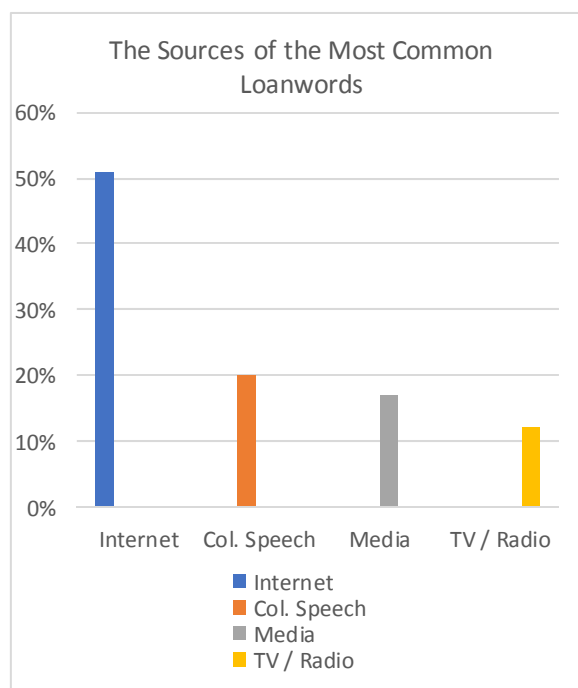

Fig.1.The sources of the most common loanwords

In accordance with the survey results, Lithuanian equivalents of new realities in students' spoken language are slightly more popular than the borrowed ones; the ratio is ≈1:2.

It is obvious that the loanwords such as *invoisas, atačmentas, impičmentas, know-how, keteringas, kontraktorius, vaučeris, brauzeris* are not popular among the students. Unpopularity of these words can be explained by their dependence to different professional group, not to the group of the researched.

On the basis of the survey we can draw the conclusion that the most common loanwords are as follows: *lizingas, ingridientas, saitas, failas, mikseris, multimedija, hitas, topas, prodiuseris, tiuningas, plejeris.* Their popularity can be explained by the simplicity, convenience and frequent usage in mass media.

Following the survey results, it has become obvious, that there are economic, political, technical and sports terms, which are not common in students' language e.g. *plėtotė (apgreidas, en. upgrade), akmenslydis (kerlingas en. kerling), kontroliuojanti kompanija (holdingas en. holding), apkalta (impičmentas en. impeachment), ieškas (peidžeris en. pager), dailymankštė (šeipingas en. shaping), econ. numetimas (dempingas en. dumping), informacijos*

mainų srautas (trafikas en. traffic). Unpopularity of these words among the students can be explained by the lack of English language knowledge, incomprehensible word meanings and their uncommonness in the language.

The survey results revealed, that 60 (20%) of the students aged 31 – 43 use both loanwords and Lithuanian equivalents, as these words are common to them. This way they demonstrate their competence in one or another area. The rest 240 respondents (80%), aged 18 – 31 use more borrowings than Lithuanian equivalents. This is determined by young people's communication environment.

Having analysed the survey results, we can state that in *written language*, the loanwords are substituted by their Lithuanian equivalents e.g. *greitkelis* (autobanas ger. autobahn), *verslas* (biznis en. business), *katilas* (boileris en. boiler), *lankstinukas (*bukletas en. booklet), *pardavėjas* (dileris en. dealer), *fizinis tinkamumas* (fitnesas en. fitness), *elektroninis paštas* (imeilas en. email), *rinkodara* (*marketingas en. marketing*), but loanwords prevail in students' *spoken language*. New borrowings is a problematic phenomenon, as the usage of Lithuanian equivalents is not always valid, standardised. A. Paulauskienė has stated, that „in such cases when a borrowed word excludes own word, it is necessary to declare, that it is inapplicable, a barbarism and has to be strictly replaced e.g. baksas (en. buck) into doleris (dollar), hotelis (en. hotel) into viešbutis, ofisas (en. office) into biuras and other. If the loanword is a term of science or any other area, it is necessary to look for its appropriate equivalent, create new words (neologisms), which would enter common use and would comply with the language regulations e.g. dileris (en. dealer) – prekybos agentas, taimeris (en. timer) – laikmatis, brauzeris (en. browser) – naršyklė and other. If there is a difficulty in finding one word equivalents, there is no need to avoid two-word terms" (http: //www.adgloriam. lt/lt/main/s/K/barb). It becomes more and more difficult to withstand the impact of the English language. Not to avoid new language phenomenon, but evaluate and continue the investigation of the reasons of their predominance, consequences, establish a more flexible attitude towards the borrowings to be replaced, form the strategies of new loanword standardisation – such is the present objective of linguists and all language users.

Conclusions

1. Loanwords penetrate into mass media not only singly, but in entire thematic groups. A number of unadapted i.e. morphologically not formalized/illegalized English origin words has been increasing. The analysis of the usage of loanwords in mass media revealed that they prevail on the Internet webpages and in students spoken language.

2. The survey results allow to state, that Lithuanian equivalents of loanwords are slightly more popular than Anglicisms.

3. Majority of new loanwords possess Lithuanian equivalents, recorded in written usage, and are familiar to the students.

4. Mass media, information technologies, students' English language skills, partially, communication environment can have impact on language usage adoption.

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