

Names of new jobs that come
out of the English language

The paper raises the question of linguistic borrowing which is a close connection with cultural and other contacts between the two different language communities and the protruding part and the result of such contacts.

The subject of the work is the study of borrowing from English the name of the newest professions in modern language for the last decade. The object of research is the vocabulary of English origin and its derivatives. Hence the purpose of the work is to analyze the specific function in the names of new professions, their classification based on occupation and frequency of use in the speech.

Since advanced technology concentrated in the West and the English language is international our vocabulary replenished mainly by Anglicisms.

Anglicisms are borrowed words from the English language

Most new titles promising professions came from the English language, relate to areas that are currently most in demand.

- This is the sphere of sales (brand manager, developer, declarant, jobber, distributor, supervisor, merchandiser, promoter, trader, and salesman),
- IT-sphere (programmer, web designer, web programmer, tester, copywriter, system administrator) and the
- profession associated with the interaction with people (receptionist, office manager, HR-Manager, Researcher, Head Hunter).

In order to meet the rapidly growing economy and the changing world the names of those in the profession are complicated and are replaced by more informative intensive units.

- For a more precise and expressive name of the person is the concept of differentiation resulting in more explicit language unit, which includes significant characteristics of professional activity and in some cases reflect the requirements of the professional person and duties.
- Thus, we can conclude that the labor market does not stand still: punctually in Ukraine there is the name of the new professions, the lexical meaning of which requires interpretation.

The names of modern professions, come from English, formed by

- direct borrowing (secretary, businessman)
- loan translation (provider, jobber, declarant)
- half loan translation (ресепшионист)
- composites (web-designer, system administrator)

After analyzing a number of advertising news in local newspapers («ВДВ», «Объявления Крыма») we found that the most frequent occupational titles of English origin are used to look for work and services.

- By the process of borrowing must be treated fairly and to treat it as a source of enrichment of the native language as a **natural result of the relationship of nations.**

We carried out a survey of teachers, technical staff and students of Konstantinovskaya School. All were interviewed 35 native Russian speakers

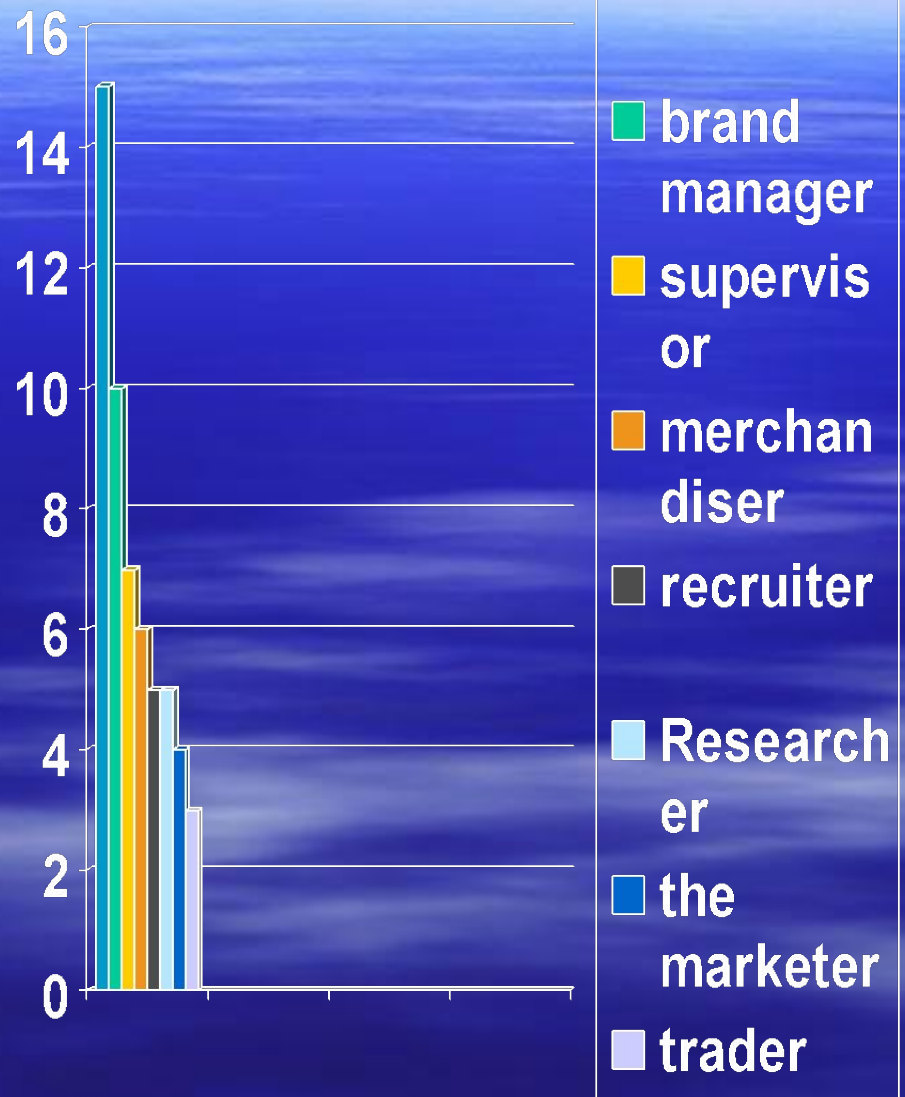


The survey participants were offered eight Anglicisms in the names of occupations, mostly came to the language in the last decade, with the request to divide them by frequency of use in the speech *I know, and actively using; I know, but I do not use; I do not know that word.*

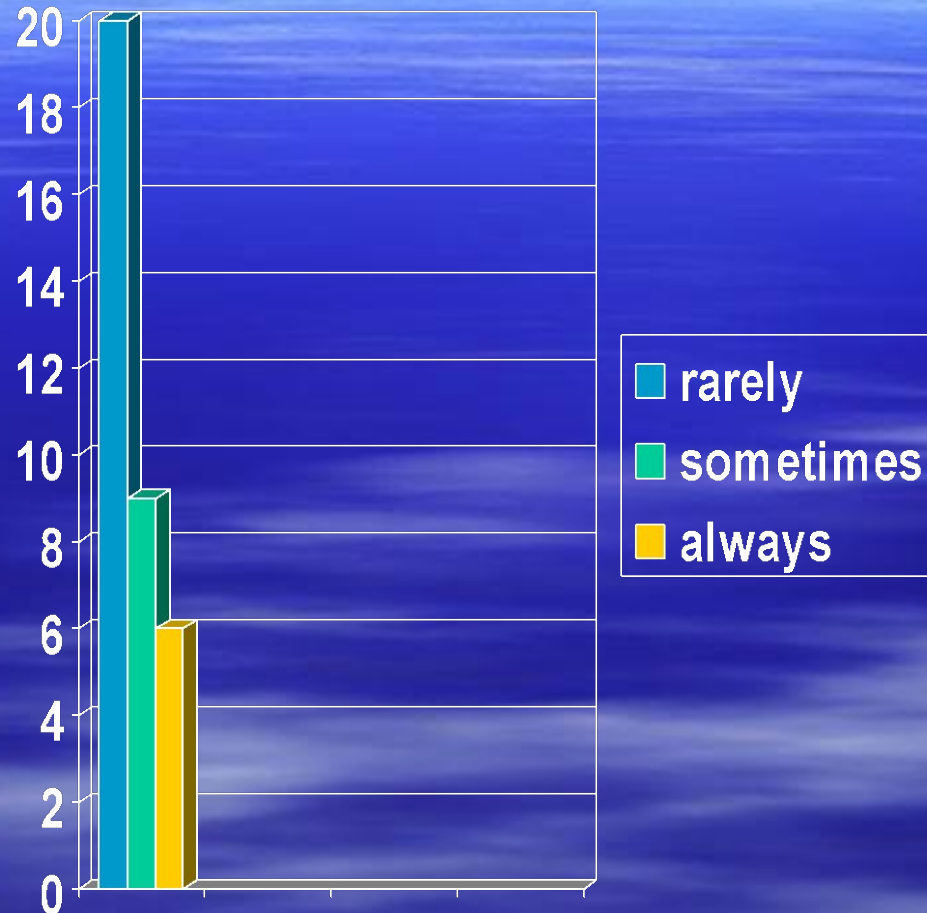


The group consisted of the words
modern names of eight professions
(recruiter, supervisor,
merchandiser, trader, brand
manager, promoter, marketer,
Researcher).

- Unknown were the following words:
Trader, the marketer, Recruiter, Researcher
- Average are the words:
supervisor, merchandiser, brand manager
- A high degree of development is the word promoter



- In the last section of the questionnaire contained a question of how often the informants use Anglicisms in speech.



Using of Anglicism in job title does not harm the language, as a means to replenish its vocabulary. Some words do not throw out of the language, they have gained social importance.

One of the main features of language is accumulative. This feature reinforces the vocabulary historical experience of the people. Each generation selects the most appropriate to express his ideas, his attitude to life.

Based on the present study, we can conclude that Anglicism names of professions in our language have a strong position. Our challenge is learn how to use them correctly.

THANK YOU
For
ATTENTION