

## ANGLICISMS IN PROFESSIONAL AND MEDIA DISCOURSES: LEXICOGRAPHIC CHALLENGES AND PROSPECTS OF CODIFICATION

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## PROFESSIONAL VA MEDIA NUTQLARIDAGI ANGLISIZMLAR: LEKSIKOGRAFIK MUAMMOLAR VA KODIFIKATSIYA ISTIQBOLLARI

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## АНГЛИЦИЗМЫ В ПРОФЕССИОНАЛЬНОМ И МЕДИЙНОМ ДИСКУРСАХ: ЛЕКСИКОГРАФИЧЕСКИЕ ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ КОДИФИКАЦИИ

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**Abstract:** This article examines the processes of borrowing Anglicisms in professional and media discourses of the modern Russian language. It analyzes the factors contributing to the active penetration of English loanwords, their adaptation, and functioning in various communicative spheres. Special attention is paid to lexicographic challenges associated with the inclusion of borrowings in dictionaries, as well as prospects for their systematization. The study is based on an analysis of current linguistic sources and lexicographic practices.

**Keywords:** anglicisms, borrowings, professional discourse, media discourse, lexicography, dictionaries, adaptation, neology.

**Annotatsiya:** Ushbu maqola zamonaviy rus tilidagi professional va media diskurslarida inglizcha so'zlar (anglisizmlar) qabul qilinishi jarayonlarini o'rganadi. Inglizcha so'zlarning faol tarqalishiga sabab bo'luvchi omillar, ularning moslashuvi va turli kommunikativ sohalarida ishlatilishi tahlil qilinadi. Alohida e'tibor lug'atlariga anglisizimlarni kiritish bilan bog'liq leksikografik muammolar va ularni tizimlashtirish istiqbollari qaratiladi. Tadqiqot zamonaviy lingvistik manbalar va leksikografik amaliyotlar tahliliga asoslangan.

**Kalit so'zlar:** anglisizmlar, so'z qabul qilish, professional diskurs, media diskurs, leksikografiya, lug'atlar, moslashuv, neologizm.

**Аннотация:** Статья посвящена анализу процессов заимствования англицизмов в профессиональной и медийной коммуникации. Рассматриваются факторы, способствующие их проникновению в русский язык, а также лексикографические трудности, связанные с их фиксацией в словарях. Особое внимание уделяется вопросам адаптации заимствований и перспективам их систематизации в современных лексикографических источниках.

**Ключевые слова:** англицизмы, профессиональный дискурс, медиадискурс, лексикография, заимствования, неология.

**INTRODUCTION.** The modern Russian language is experiencing an active influx of borrowings from English, particularly noticeable in professional and media spheres. Globalization, the development of digital technologies, and the intensification of international contacts contribute to the widespread adoption of Anglicisms. However, their inclusion in dictionaries lags behind actual usage, creating challenges for lexicographers and linguists.

The aim of this article is to identify key trends in the borrowing of Anglicisms, analyze their role in professional and media discourses, and assess current lexicographic challenges and potential solutions.

**METHODS.** The study employs comparative analysis, descriptive lexicography, and corpus research methods. The analysis was conducted based on data from modern dictionaries, professional, and media texts.

#### *Dynamics of Anglicism Borrowing and Their Role in Professional Communication*

The spread of English-derived vocabulary in Russian is driven by several factors, including globalization, technological advancement, and the influence of mass culture [1]. In professional domains, borrowings often serve terminological functions, replacing absent or less convenient native equivalents. For instance, in IT, terms such as *deadline*, *guideline*, and *coaching* have become firmly established, displacing more cumbersome descriptive phrases.

Similar trends are observed in economics (startup, brand, franchising), medicine (screening, top management), and digital technologies (streaming, podcast). Notably, many of these borrowings do not merely duplicate existing concepts but denote new phenomena for which Russian previously lacked precise equivalents [2].

#### *Lexicographic Challenges and Contemporary Issues*

One of the primary difficulties faced by dictionary compilers is the rapid evolution of the

lexical landscape. Traditional academic dictionaries struggle to keep pace with new borrowings, resulting in a gap between actual usage and codified norms. For example, terms like *cryptocurrency* and *foodsharing* were widely used long before their inclusion in authoritative lexicographic sources [3].

Another issue is the variability in spelling and pronunciation of Anglicisms. Examples include *online/on-line*, *brand/brënd*, complicating standardization efforts. Additionally, not all borrowings become permanent fixtures in the language – many remain marginal or fade after a brief surge in popularity [5].

#### *Prospects for the Lexicographic Inclusion of Anglicisms*

To address these challenges, several measures can be proposed. First, corpus-based analysis methods should be employed more extensively to track the dynamics of new word usage in real-world texts [4]. Second, the development of online lexicography offers a promising avenue, allowing for more frequent updates compared to print editions. Finally, more flexible criteria for including neologisms should be developed, taking into account not only frequency but also their degree of integration into the linguistic system.

**RESULTS.** Anglicisms in professional discourse occupy a special place, as they are used to denote new concepts and technologies, especially in IT, marketing, and management. Many borrowed terms do not have precise Russian equivalents, which complicates their replacement [6]. In media texts, English words are widely used to attract audience attention and create a sense of modernity. This is particularly characteristic of online media and social networks, where Anglicisms can serve as expressive means highlighting the global nature of communication. The issue of fixing Anglicisms in lexicographic sources is accompanied by a number of problems, among which spelling variability, semantic ambiguity, and the high dynamics of language processes can be distinguished [7]. Spelling variability manifests itself in the use of

different graphic forms, such as “startup” and “start-up”. Semantic ambiguity arises when the same word has different meanings in various contexts, making its precise fixation difficult. The rapid obsolescence of some borrowings is an important factor, as certain words fall out of use even before they are included in dictionaries [8].

**CONCLUSION.** The widespread adoption of English loanwords (Anglicisms) in modern Russian serves as a significant indicator of global language policy and linguistic processes. In professional fields, particularly IT, business, medicine, and media, the use of Anglicisms to express new concepts not only enriches the language but also facilitates international cooperation. However, this process also presents several complex challenges.

Firstly, the rapid emergence and dissemination of Anglicisms makes it difficult to update traditional lexicographic resources. Lexicographers consistently lag behind in recording new vocabulary. Secondly, the lack of consistency in spelling and pronunciation of Anglicisms (e.g., “онлайн/онлайн”, “бренд/брэнд”) creates difficulties in developing language standards. Thirdly, the temporary popularity and subsequent disappearance of some Anglicisms raises questions about the appropriateness of including them in dictionaries. It should be emphasized that the influx of Anglicisms into Russian represents not only linguistic enrichment but also a natural process of language interaction in the modern world. The primary task is to monitor this process and guide it in appropriate directions. Collaboration between linguists, lexicographers, and language policy developers may prove crucial in this regard.

Considering that similar processes are observed in the development of Uzbek, the experience of studying Anglicisms in Russian may prove valuable for Uzbek linguists. Both languages must withstand global influences while preserving their linguistic characteristics.

In conclusion, the role of Anglicisms in professional and media discourses continues to grow, and this trend will likely persist in the near future. This process requires comprehensive analysis considering not only linguistic but also cultural, social, and economic factors. In shaping the future of language, a balanced approach is essential - finding the right equilibrium between preserving traditional linguistic wealth and meeting modern communicative needs.

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