

Using English Borrowings in Modern Ukrainian Advertising

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ABSTRACT

Due to globalization, the Ukrainian language is aggressively bombarded with internationalisms and foreign borrowings. Currently, anglicisms are being actively introduced. With a shift to market economy, advertising has turned into an important factor of social developments and recent trends. Thus, the study of English borrowings in Ukrainian marketing is essential. The paper reviews the theoretical concepts of anglicisms, the history of borrowings and the current situation. First, the paper analyzes EFFIE Awards 2020 nominees in order to specify whether advertisements containing anglicisms are generally accepted and nominated for the Grand Prix categories. Next, the research focus is defined as two domains: technology and construction, where ad campaigns, names and advertisements are analyzed. Along the way, the reasons for English borrowings in each case are studied. The research results prove that in the technological domain, anglicisms are used in the original and as transliterations. They mostly denote new concepts with no Ukrainian equivalents and are easy to understand (except technical terms and abbreviations). However, the analysis of anglicisms in construction, particularly the names of apartment complexes in the biggest cities of Ukraine, proves that they have Ukrainian equivalents and introduce no new realia. Moreover, luxurious and expensive apartments tend to use anglicisms more often than economy class apartments. This means that English borrowings are used solely to make offers and products stand out as the concept of foreignness is supposed to attract attention implying prestige, better quality and stature of owners. Here five categories of borrowings are highlighted: 1) in the original graphical form, 2) in the Cyrillic script, 3) hybrids, 4) transliterations, 5) anglicisms with spelling errors. The conclusion is made that anglicisms in technology are used to fill in the lexical gaps of Ukrainian, while in construction, they are mostly excessive, introducing no new concepts.

Keywords: *Anglicisms, English borrowings, Equivalents, Advertising.*

1. INTRODUCTION

Language is the most important means of human interaction. Every language possesses certain vocabulary, grammar and phonemic sets. In the process of its development, the language comes into contact with other languages and undergoes various changes. These changes affect all structures, but especially the vocabulary, which responds, reflects and captures the changes that occur in all spheres of life and human activity.

Since the middle of the 20th century, foreign, mostly English, words have penetrated and taken root in the Ukrainian language. For over 20 years, the

process has accelerated significantly. After all, English is a global language, a leading means of international communication, education, business and the Internet, so its active influence on other languages worldwide is unavoidable.

The expansion of cultural relations between countries and continents brings the problem of language interaction to the fore, thus, among the current problems of linguistics, the problem of lexical borrowings is of utmost importance. Borrowing is defined as a process leading to the introduction of foreign morphemes, words or phrases as well as their fixation in another language [1]. They acquire lexical meaning, phonetic design, and grammatical features

inherent in the host language, are used in different styles and are written in letters of the host alphabet. Borrowing is an integral part of the language development; it is also one of the main sources of vocabulary enhancement. Language is a living organism, which promptly reacts to socially significant processes by emerging new words and even new rules of grammar and spelling. Mainly, the language borrows vocabulary that relates to various fast-changing areas of human life: technology, sports, economics, art, politics, etc.

According to research data, 70–80 % of all borrowings in the Ukrainian language are English [2]. There is even a special term ‘Anglicism’, which means a word or phrase borrowed from the English language [3, p. 44]. In the Cambridge Dictionary, it is defined as ‘an English word or phrase that is used in another language’ [4]. Naturally, speakers are aware of such borrowings as a foreign element, because borrowings retain their phonetic, word-forming and semantic features.

2. LITERATURE REVIEW

Borrowing is in active research focus. However, attitudes vary. Until the end of the 19th century, borrowing (in)expediency was considered from the point of view of language purity: Ukrainian counterparts used to prevail over borrowings. I. Ohienko [5], I. Nechui-Levytskyi [6] and B. Hrinchenko [7] used to stress on the need to free Ukrainian from foreign borrowings. I. Franko [8], though, was one of the first to substantiate the need for borrowings from other languages.

Nowadays more and more foreign language vocabulary is adopted by Ukrainian. D. Mazuryk analyzed the contents and nature of lexical innovations in Ukrainian in the 1990s. What is more, the researcher emphasized two main criteria of new lexeme normalization: expediency and correctness [9]. According to O. Dioloh, the replenishment of the lexical structure of the Ukrainian language with borrowings in the modern period is extremely fast and intensive, new realities with English naming bring about fast-paced change with not enough time to be transformed into Ukrainian [10].

At the same time, there is an opinion that anglicisms are overused. S. Karavansky explains their active use as a means to stand out [11]. Other linguists [12; 13] express concern over the fact that they change Ukrainian uncontrollably and influence a national identity.

Currently, a lot of anglicisms are used in advertising. The language of advertising discourse has been in focus in a large number of researches that explore the semantic, communicative, stylistic and other features of advertising language. D. Rosenthal, P. Crompton, C. Kaftandjiev, L. Skalskyi analysed the language of advertising texts. S. Medvedieva, Y. Hurska, E. Abramova studied stylistic devices and communicative features in advertising. The peculiarities of using English for commercial purposes have been researched by G. Leech, C. Goddard, L. Green, C. L. Bovee, K. Arens, W. McGregor, etc.

Despite numerous studies on anglicisms in the Ukrainian language, the specificity of their functioning in commercials has not been researched in detail. Consequently, the purpose of the article is to analyze the usage of English borrowings in Ukrainian advertisements.

Nowadays, advertising is one of the main sources of anglicisms in the Ukrainian language, because customers get acquainted with new objects or phenomena through commercials, which can be both overt and covert. The use of foreign borrowings in advertising contributes to the impression of uniqueness, greater importance of the advertised product or service. Anglicisms play an important role as their uncommon and non-standard form attracts consumers’ attention.

Advertising texts have been in focus for some time now. Borrowings (both already adopted and unassimilated inclusions) in advertising are used in order to instil positive connotations, increase the prestige and value status of the advertised product. The influence of other cultures in the field of advertising is not limited to the level of borrowed lexemes, it is also manifested at all language levels – from pronunciation (copying intonation pattern) to text level (borrowing language strategies).

Analyzing the functions of advertising texts with English borrowings, researchers argue about their quantity and content. A. Dedyukhina highlights three aspects: 1) creating an information environment, 2) including assessing units for a more positive effect, 3) attracting attention to promote a product/service [14]. However, A. Patrikieieva believes there are more: 1) attracting attention, 2) nominating things, 3) saving linguistic means, 4) enriching advertisement stylistics [15]. Therefore, English borrowings are supposed to denote recently introduced objects and concepts, while increasing expressiveness, highlighting prestige and foreignness.

Numerous studies prove the power of words in advertising which turn out to be attention-seeking devices on numerous levels (phonological, morphological, semantic, syntactic, orthographical, lexical) [16; 17; 18]. E. Martin attributes the phenomenon to the intelligibility and the socio-psychological impact of a foreign language having on “audiences of different socio-economic backgrounds” [16, pp. 381–82]. Mainly, there are two manifestations of incorporating English in foreign advertising: 1) language mixing by inserting lexical items in the structure of another language [19, p. 3] which are likely to be integrated on different levels [20] and 2) language choice meanings in different social environments and particularly examining the social, cultural, and linguistic considerations [16].

The wide use of English in foreign advertising leads to researching motivation. In the work “*English in Product Advertisements in Non-English-Speaking Countries in Western Europe: Product Image and Comprehension of the Text*”, three motivating factors are highlighted: 1) a lexical gap in the target language (e.g., computer technology), 2) international status, and 3) a symbolic value to create a positive image of a product [21]. A lot of studies argue that the third motivation is of the most significance [16; 17; 18; 20]. It is believed that the use of English in foreign advertisements is symbol-driven, including that of success, modernity, prestige, etc. H. Kelly-Holmes indicates English is chosen to mark “domesticated foreignness” [22, p.18]. After analyzing language mixing campaigns of a Spanish airline company, Vizcaíno supports the concept of content overruling campaign ideas [20]. The same conclusion is reached by H. Haarmann after proving English in Japanese advertisements to be “fashionable style”. It is worth pointing out that word play is a crucial part of the language of advertising which is turned to in order to draw attention, convey non-evident meaning and entertain by exploiting phonological or graphological word similarity of words [23; 24]. Blending foreign words, especially those of English origin known for richness and resourcefulness, poses a certain intellectual puzzle for the target audience who get positive emotions after guessing the whole meaning of the campaign [25].

3. RESEARCH AND DISCUSSION

In Ukrainian campaigns, English is widely used. Currently, it is common for advertising various products and services. To be exact, there are 34 advertisements with English borrowings out of 70 in the list of winners at EFFIE Awards 2020. The award

was chosen to study the level of acceptance and popularity of advertisements with anglicisms [26].

Interestingly, more than half of the advertisements are Latin-written. Some of them have only English words, such as *How we taught adults to clean their teeth in the morning* (Philips Sonicare), *Website about Website* (The Committee of Digital Developers BPK, CF.Digital), *Joice Show must go on* (Vodafone), *Campaign for happy tits* (brabrabra), *Darnitsa. Giving Tuesday. Web Platform* (Pharmaceutical company Darnitsa), *Smartphone for parents. First mobile literacy school for seniors* (Kyivstar), “*I, Nina*” *Life is worth living for*. (Lohistychny shtab), *Try Blue Sky, QUARANTINE ENTERTAINMENT, PROMPRYLAD RENOVATION \$5 million to change the country* (PROMPRYLAD.RENOVATION), *MoneyVeo and you're AMAZING!* (MoneyVeo), *You are at home all the time. And Gagarin dreams of being next to you* (Shelter for strays), *IQOS. FORWARD. TOGETHER* (Philip Morris Ukraine), *Pit Bull Fight* (Novi Produkty), *Leave yourself to the cat* (Happy Paw).

Others have only campaign names in English, including *Pharm Expert. Програма з навчання і стандартів викладки* (Johnson & Johnson Ukraine LLC). Moreover, there are other advertisements where English words are written in the Cyrillic script. For example, *Дістало? Дістань мемопрув?* (That's Enough) – мемо(ry) prove, *Сквізь його скрізь* (Squeeze Cheese) – to squeeze (КОМО), *ОНОВЛЕНА КАРТКА ЮНІОРА. З нею все кліється* (PrivatBank, Mastercard) – junior, *Ukraine WOW Як ми перетворили всеукраїнський хейт на WOW – hate, Pit Bull LIVE. Ексклюзивні лайви, подкасти, мульт баттли, шоу Pit Bull Battle VII* (Novi Produkty) – live, podcasts, battles; *З'їж цей плейлист* (PepsiCo Ukraine) – playlist, *Картка ЛАЙК'Ю – твій новий краш* (Oschadbank, Mastercard) – like you, crash.

Well-known English abbreviations have also weaved their way into Ukrainian advertising. One of them is *vs* which stands for versus, e.g., *Духмяна хата vs Львівських дріжджів* (Lesaffre Ukraine). Another group is hashtags which have enjoyed wide popularity in the times of social media and lockdown, including *#SaveThePlanet* (Планета Кіно), *#EverestAtHome* (Gorgany), *Приєднуйся до #місточелендж* (Lesaffre Ukraine), *Київ. #КиївNotKiev* (the Ministry of Foreign Affairs of Ukraine), *#Date_with_art* (Ukrainian Cultural Foundation) and *#coronamania* (UNICEF in Ukraine).

All in all, almost 50% of Effie-winning advertisements in 2020 include anglicisms where one sixth is hashtags, two-sixths are written in the Latin

script only, while all the rest English borrowings are in the Cyrillic script. Therefore, the wide use of English borrowings is no longer an issue to prove, it is a reality of today's Ukraine.

In the study, the aim is to check the reasons for using anglicisms widely in two advertising domains: technology and construction. The former is likely to have more anglicisms as it deals with current breakthroughs of interest for young and active people who have higher chances of knowing English at least at a school level. More precise meaning of the origins is the main object there since translation may lead to the change of meanings. The latter, though, is likely to use anglicisms in order to attract more attention as a prestigious investment and a high status proof, at the same time appealing to the concept of foreignness.

When studying technology advertisements in Ukraine, two online shops were chosen to analyze subscription emails and information on goods available at the websites, including Rozetka and Allo [27; 28]. Here are interesting points to pay attention to. First of all, advertisements have a lot of English borrowings written in the Cyrillic script, e.g. *Геймерські знижки на топові гаджети* (gamer, top, gadgets), *перетворити комп'ютерну гарнітуру на лайфстайл навушники, які озвучать ваш улюблений саундтрек* (computer, lifestyle, soundtrack), *зберегти ... макроси ... драйверів ...* (macros), etc. It is worth highlighting that decoding English borrowings that are tech-related comes natural to most Ukrainians and cause few difficulties. The thing is about 63% of adults in Ukraine know English to some extent, according to the EF EPI Index [29].

Moreover, some features as well as technical characteristics are not translated into Ukrainian, e.g. *регульовану LED-підсвітку, великі PTFE ніжки, позолочений Full speed USB 2.0 інтерфейс, 1 x mini-jack*. Among the above-mentioned examples, there is also one anglicism which has already gained Cyrillic graphical form – інтерфейс (interface), while others are still in the Latin script.

Furthermore, it should be noted that brand names mostly face no changes, e.g. Обігрівач SmartMi

Electric Heater Smart Edition White, HC RemoteTalk ви можете відповідати на дзвінки ... викликати Siri, потужний процесор A12 Bionic, а також підтримку зовнішньої клавіатури Smart Keyboard і стилуса Apple Pencil. Нова версія операційної системи iOS 14 Apple iPad. All in all, the tendency to use English borrowings in technology advertisements is common in ad campaigns and subscription emails.

Next, the use of English borrowings in the names of apartment complexes in Ukrainian cities (Dnipro, Kharkiv, Kyiv, Lviv and Odesa) came in focus [30]. The following accommodation categories as premium, comfort and economy classes were applied in the research as they are generally used at estate agency websites and by construction agencies as well. It should be noted that the names of premium class apartment complexes have as many as 46% of anglicisms on average, e.g. *DeLight Hall* and *Loft Project* (Dnipro), *The First Capital Residence* and *Shatiyovka Hillside* (Kharkiv), *Liverpool House* and *Montreal House* (Kyiv), *Globus Central Park* and *Grand Residence* (Lviv), *Otrada Sky* and *Green Wood* (Odesa), etc.

Interestingly, the lower prestige of newly-built apartment complexes shifting from business to economy class, the fewer borrowings are used. For comfort class apartment complexes, the following tendency has been noticed: the highest percentage is in Kyiv and Lviv accordingly 40.9% (e.g. *4U, OK'LAND, Art Парк, Q-Smart*) and 30.7% (e.g. *Auroom City, Avalon Flex, Папрус Smart*), a bit lower in Odesa – 24.4% (e.g. *City House Resort, My Love, Sea View*, etc.) and the lowest in Dnipro – 14.8% (*Suncity, Good House*, etc.) and Kharkiv – 10% (*Dixie, 5th Avenue*, etc.).

Out of 16 names for economy class buildings in Kharkiv, only 2 names have anglicisms (*PesochynSky, Urban City*) equalling 12.5%. In Odesa (e.g. *KEKS, Segment, Smart Hall, City House, Craft House*) and Kyiv (e.g. *Welcome Home на Стеценка, LaLaLand*), it is accordingly 30.7% with 4 out of 13 and 21.1% with 12 out of 57. In Lviv, the percentage is the lowest 2.5% (1 out of 40 – *Rubicon City*).

Table 1. Percentage of anglicisms in the names of apartment complexes in the Ukrainian cities

	Economy Class	Comfort Class	Business Class
Dnipro	10%	14.8%	64%
Kharkiv	12.5%	10%	18.5%
Kyiv	21.1%	40.9%	60.4%
Lviv	2.5%	30.7%	49.2%
Odesa	30.7%	24.4%	37.8%

All the above mentioned data is compiled in Table 1. Studying the data in the table, the conclusion can be made that out of 5 cities only three – Dnipro, Kyiv and Lviv – have a clear tendency of increasing the percentage of anglicisms along with the class of apartment complexes. While in Lviv 1 m² of an economy class 1-room flat costs 12,000 hrn and that of comfort class varies from 14,550 to 20,200 hrn, both in Odesa and Kharkiv the minimal prices are almost the same for economy and comfort classes. Thus, Odesa and Kharkiv don't follow the tendency of increasing the use of anglicisms for economy and comfort class complexes. At the same time, it should be stressed that there is a certain increase in anglicisms when analyzing comfort and business class complexes.

After counting the average, it is evident that the use of anglicisms in Ukrainian marketing campaigns is growing along with the prestige of the advertised product/service. Interestingly, the average doubles on for each class – starting from 13% for economy class, then reaching 23.4% for comfort class and finally peaking at 46% for business class. The analysis of newly-built apartment complexes in the biggest Ukrainian cities has proved that English borrowings are widely used in advertising in order to symbolize luxury, prestige and high social class.

Therefore, it can be concluded that newly-built apartment complexes which include anglicisms appeal for future clients as more expensive, prestigious and comfortable than those without. As a result, it is not technical characteristics that are to be sold but sometimes associations and well-off neighbours. Moreover, there are apartment complexes which have toponyms (geographical names) as part of names which in turn create foreign associations, e.g. *Berlin House, Finland Yard, Liverpool House, Philadelphia Concept House, Amsterdam Concept House*, etc.

Notably, apartment complexes can be both standard variants of anglicisms (English words only) and linguistic hybrids. The former include *Be the One, Family & Friends, Greenville Park Lviv, R2 Residence*, etc. The latter combine the following:

1. Some English words without any changes. Often Ukrainian words are combined with *park, house, hill, residence, town*, e.g. *LIKO-GRAD Perfect Town, Karaway Tower, Washington City*
2. Anglicisms partially in Roman and Cyrillic, e.g. *Парус Smart, Клубний будинок «Ширма Club»*
3. Anglicisms in Cyrillic only, e.g. *Гарден Хаус Репіно, Челсі Клуб Хаус, Вудсторія*.

Moreover, another category is Ukrainian words in the Roman script, e.g. *OBRİY, Topolis, Rezydencja Zalizna Voda (Lviv), Hvoya, Kolibri, Respublika (Kyiv), Nebo (Dnipro)* or in both Roman and Cyrillic – *Граф у моря (Odesa), Poetica. Перша Колекція (Kyiv)*. Ukrainian words in the Roman script are sometimes used together with anglicisms, e.g. *Svitlo Park, Avalon Zelena Street*, etc.

It is worth noting that advertising campaigns focus on linguistic resemblance. To be exact, the apartment complex *OK LAND* in Lviv means okey+land. At the same time, the name sounds like an American city in the US – Oakland. Another interesting example is *Auroom City/Tower/Sunrise*, where the first part is phonetically similar to Aurum, a chemical element standing for gold.

However, there are examples of introducing Cyrillic symbols with the Roman script, e.g. *KYÏVPROEKT City Space*. Despite using only the Roman script, some apartment complexes use Ukrainian suffixes. To be exact, *Estonsky Concept Club House* has the traditional suffix *-ський* (-sky in the Roman script) added to the stem *Eston* (Estonia). Another example is *Urban One Sumskaya* (Kharkiv) where the name of the complex is initially translated from Russian with the suffix *-ая* (-ya). One more apartment complex in Kharkiv – *PesochinSky* – has an interesting graphical form where the Ukrainian suffix *-ський* turns into the English word *Sky*, while *Pesochin* is the geographical location (a suburban part of the city). Besides, there are certain mistakes, e.g. *TRIINITY* which should be spelt as *trinity*, though the name has three III connoting tripling. In Kharkiv, an apartment complex is called *Consol City* where the word *Consol* is misspelt and is correctly spelt *Console*. The same grammatical mistake is made in *Favorit*, while should be spelt *Favourite*.

Another point to draw attention of potential clients is using the signs of the Roman script such as ampersand, e.g. *Family & Friends, Home & Park Comfort House, Podil Plaza & Residence, Luxberry lakes & Forest*, etc. Still the sign which is not used in Ukrainian can be found in some apartment complex names such as *Баск&Віль* in order to sound as *Baskerville*. Analyzing construction advertisements and the domain marketing trends, particularly the names of apartment complexes, the following tendencies are singled out:

1. Using the Roman script to transliterate Russian and Ukrainian words, e.g. *OBRİY, NAFTA, Hvoya, Respublika*, etc.

2. Using the Cyrillic script for English words, e.g. *Кокос Авеню, Скай Сіті Плюс, Хелен Таунхаус, etc.*
3. Combining both the Roman and Cyrillic scripts, e.g. *ЛісSky* (when pronounced it sounds *ліський* standing for woody, forested)
4. Using English borrowings in the original graphical form to refer to realia in the English-speaking world, e.g. *Mill Town, Viking Park, Rubicon Premium, The High Hills, Baker Street*, etc.
5. Using the Roman script to transform a Ukrainian word which has a similar sounding analogue in English – transliteration, e.g. *Kristal Plaza (Crystal), Consol City (Console), Garant City (Guarantee), Lev City (Lion)*, etc.
6. Using the Roman script to make up a word with no analogues or real life things to refer to, e.g. *Strim Tower (Stream)*. Another variant is that the new coinages are just misspelt English words.

Analyzing parts of speech of used anglicisms, one can conclude that nouns are the most common. Then there are examples of adjectives and numerals, but quite few (one, perfect, smart, green, etc.).

4. CONCLUSIONS

All things considered, the use of anglicisms in Ukrainian advertising is significant since English in marketing is a generally accepted and widely turned to means of improving the image of goods/service. Analyzing the data on technology, it is proven that anglicisms are commonly used both in the Cyrillic and Latin scripts. The former is applied for easy-to-understand realia such as gadgets, top and others which have no Ukrainian equivalents thus enriching the vocabulary and adding new concepts and meanings. However, the latter is used for technical terms, product names and characteristics, often in abbreviations, which can be particularly different to grasp.

When studying the use of anglicisms in construction as names of newly-built apartment complexes, it is statistically proven the higher class is, the more English borrowings are used. To be exact, in the economy class the average quantity of anglicisms is 13 %, for comfort – 23.4% and almost twice more

46% for business class in the biggest cities of Ukraine. From a morphological point of view, it is proved that most borrowings are nouns. Adjectives and numerals are quite seldom.

As for the categories of borrowings, five are classified: 1) anglicisms in the original graphical form, 2) anglicisms in the Cyrillic graphical form, 3) a mix of Cyrillic and Roman scripts – hybrids, 4) transliteration, though there is a similar looking original form, 5) anglicisms with spelling errors. Note, the category of using Ukrainian and Russian words in the Latin graphical form is excluded, as it is not related to English borrowings.

When studying the names of newly-built apartment complexes, no anglicisms that have no Ukrainian equivalents have been detected. This means that English borrowings are used solely to make offers and products stand out. At the same time, the concept of foreignness is supposed to attract attention implying prestige, better quality and stature of owners. Therefore, they can be categorized as excessive as they introduce no new concepts and definitions.

AUTHORS' CONTRIBUTIONS

The authors confirm contribution to the paper as follows: Violetta Panchenko studied and presented the theoretical part of the issue in question, as well as contributed data to analyze. Liudmyla Bakhmat devoted her efforts to conceiving, designing and performing the analysis. Both authors reviewed the results, wrote the paper and approved the final version.

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